

Lubbock Christian University has been using the “LCU” moniker since 1987 when it became a university, and now Louisiana Christian, who became a university in 2021, is suing Lubbock Christian University for the rights to use “LCU.”

Lubbock Christian University was actually founded in 1957 as Lubbock Christian College. When it became a university in 1987, it began using “LCU” as a brand and has consistently and continually used the tradename “LCU” in connection with its provision of educational services.

Lubbock Christian University’s trademark rights to the exclusive use of “LCU” were formally recognized by the United States Trademark Office in May 2007. Since that time, Lubbock Christian University has continually used its trademarked right to “LCU” and renewed its trademark registration, including as recently as 2021.

In the fall of 2022, officials of Lubbock Christian University learned that a school located approximately 75 miles from the Texas border and historically known as “Louisiana College” changed its name to “Louisiana Christian University” and was attempting to utilize the tradename, “LCU.” To protect its trademark rights and to avoid confusion between the two schools, Lubbock Christian University’s President, Dr. Scott McDowell, sent a letter to Dr. Brewer, president at the Louisiana school. Dr. McDowell’s letter explained that “LCU” was trademarked by Lubbock Christian University and invited the schools to amicably explore ways to keep the identities of the two universities unique.

In response to the letter from Dr. McDowell, attorneys representing the Louisiana school sent a letter to Dr. McDowell indicating that the Louisiana school would not refrain from using the LCU trademark. In response, Dr. McDowell again attempted (by phone and by letter) to work with the Louisiana school and its administration to find solutions that would balance the interests of Lubbock Christian University’s intellectual property rights with the needs and desires of both schools. Unfortunately, the Louisiana school refused all solutions and compromises suggested by Lubbock Christian University. On July 13, 2023, the Louisiana school commenced a lawsuit in the U.S. District Court of the Western District of Louisiana seeking a judicial declaration with respect to the rights to use “LCU.”

While Lubbock Christian University laments the escalation of the dispute and remains willing to work with the Louisiana school to find an amicable resolution to the dispute, it reserves its rights to its trademark and will defend it appropriately.