

UNITED STATES DISTRICT COURT
WESTERN DISTRICT OF NEW YORK

UNIVERSITY OF ROCHESTER,

Plaintiff,

v.

ROCHESTER UNIVERSITY,

Defendant.

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Civil Action No. _____

COMPLAINT

JURY TRIAL DEMANDED

COMPLAINT

Plaintiff University of Rochester states the following for its Complaint against Defendant Rochester University:

INTRODUCTION

1. University of Rochester is one of the leading research universities in the United States. It attracts more than 12,000 students from across the United States and around the world, as well as leading researchers—all drawn to the University of Rochester’s national and international reputation for excellence in research and education. The University of Rochester offers a wide range of undergraduate and graduate programs, and its faculty are leaders in their respective fields. Over the course of 173 years, University of Rochester has earned a reputation throughout the United States and beyond for high quality educational services, research, and scholarship.

2. University of Rochester recently learned of a school using the name “Rochester University,” located in Rochester *Hills*, Michigan. Further investigation shows confusion to be likely and occurring in multiple forms. University of Rochester has worked tirelessly to build a reputation as a world-class educational and medical institution, and Rochester University is trading

on that goodwill, to the detriment of the students and employees of the University of Rochester and the public, who have come to trust University of Rochester as standing for certain services and principles.

3. Rochester University's website indicates that the school was founded as North Central Christian College in 1959; the name changed to Michigan Christian Junior College in 1961, Michigan Christian College in 1978, and Rochester College in 1997, before recently changing to Rochester University. In the Fall of 2022, Rochester University purported to have approximately 1170 students from 25 states (and has enrolled students from New York), and to offer not only traditional classes but also online degree completion programs.

4. The overwhelming similarity of these names is likely to cause confusion or mistake between the schools, or as to the affiliation or connection, or sponsorship or approval by University of Rochester as to Rochester University, when none exists, all to the detriment and harm of University of Rochester. Confusion may occur in several forms and at various points in time, including when potential students or members of the community are searching for University of Rochester or Rochester University or researching the same, or upon seeing mention of these schools at a sporting event, arts presentation, or academic conference. For example, the vital search engines many use—to find the official websites and other online properties of universities, organizations and companies—demonstrate confusion between Rochester University and University of Rochester.

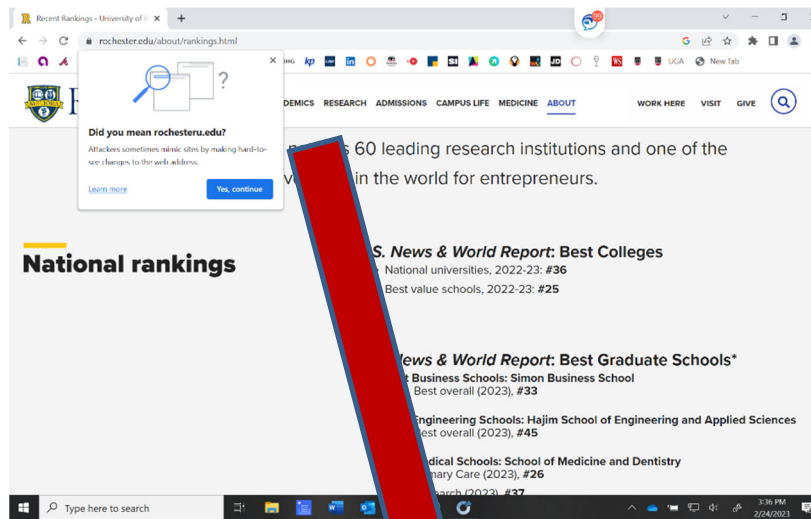
5. The results of a Google search of the words “university” and “Rochester” ranks University of Rochester as the first result (at www.rochester.edu), and other University of Rochester results (including Facebook and Twitter) and various rankings (e.g., U.S. News), but

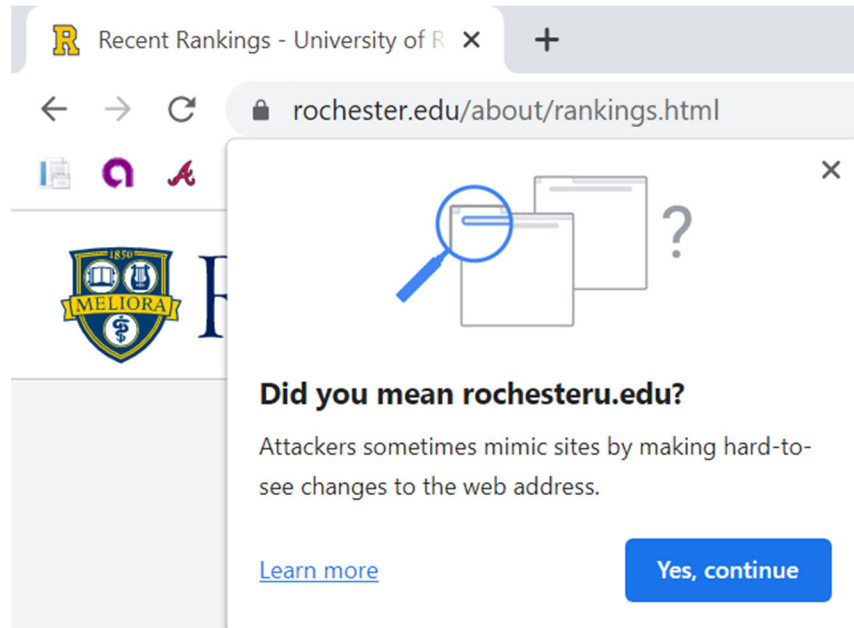
the third search result is Rochester University (at www.rochesteru.edu – *emphasis added*), as shown in **Exhibit 1**.

6. The potential for likely confusion is reflected vividly in online searches. *While attempting to reach the University of Rochester’s website using Google, the search engine inserted an interstitial security warning advising:*

“Did you mean rochesteru.edu? Attackers sometimes mimic sites by making hard-to-see changes in the web address”

The URL and warning are copied and enlarged below, and attached in **Exhibit 2**:





Further evidence of likely confusion or mistake is demonstrated from LinkedIn, a social media site frequently used to announce career moves and promotions, seek jobs, network with business associates and fellow alumni, and break business-related news. Rochester University's LinkedIn page refers to more than 5,600 alumni in the United States with more than 130 in New York and 80 in the Rochester, NY Metropolitan Area. On information and belief, most of those people have no connection to Rochester University and have mistakenly selected a connected to it.

7. With almost 170 years of priority over Rochester University's infringing use, and a national student body, alumni base, and reputation, as well as a collaboration with the global research community, the University of Rochester cannot tolerate a likelihood of confusion or mistake regarding the two institutions, including not only whether they are the same, but whether they are affiliated, connected, associated, sponsored, or approved by one another. Prospective students, parents, staff, researchers, and other interested parties are likely to confuse University of

Rochester and Rochester University, including initial interest in Rochester University, or later, including prospective employers and other institutions.

8. This is an action at law and equity for trademark infringement and unfair competition arising under the Trademark Act of 1946, 15 U.S.C. §§ 1051 *et seq.* (the “Lanham Act”), the New York Injury to Business Reputation and Dilution Act, N.Y. GEN. BUS. LAW § 360-1, and New York common law. Among other relief, University of Rochester respectfully requests the Court to: (a) permanently enjoin Rochester University from using “Rochester University” in association with any educational and entertainment services, or related goods and services, (b) award University of Rochester actual damages, including in the form of a reasonable royalty and/or corrective advertising, and to treble that award; (c) require Rochester University to disgorge profits attributable to its use of Rochester University in any form; and (d) award punitive damages, attorneys’ fees, and costs for Rochester University’s willful infringement and any other relief this Court deems just and proper. Pursuant to Section 37 of the Lanham Act, 15 U.S.C. 1119, this Court also should cancel any registrations for Rochester University’s marks, including (a) ordering the USPTO to cancel Registration Nos. 6,994,744 and 6,959,205; and (b) rectify the register by sustaining the opposition to Rochester University’s application, Serial No. 97/061,648, which is the subject of the Trademark Trial and Appeal Opp. No. 91284925.

PARTIES

University of Rochester

9. Plaintiff University of Rochester is an educational corporation organized and existing under the laws of State of New York, having a principal place of business at 263 Wallis Hall, Rochester, New York 14627. It also operates the University of Rochester Medical Center.

10. University of Rochester, founded in 1850, is currently, and for decades has been, a leading academic institution and among the nation's top research institutions. With over 200 bachelor's, master's, and doctoral degree programs and certificate offerings, University of Rochester has a full range of academic offerings, including schools of the arts and sciences, engineering and applied sciences, music, medicine and dentistry, nursing, business, and education. University of Rochester traditionally has offered in-person, on-campus classes, but now also offers remote learning options and degree programs. Notably, University of Rochester offers graduate degrees in religious education and clinical psychology, two of the three programs in which Rochester University offers graduate degrees, as described further below.

11. University of Rochester currently has approximately 12,000 undergraduate and graduate students from every state in the United States and over one hundred countries worldwide. With over 26,000 faculty and staff members, University of Rochester is the largest employer in upstate New York and one of the largest in New York State. University of Rochester's 120,000 alumni live throughout the United States, as well as internationally. In addition to traditional classroom programs, University of Rochester offers online courses, certificate programs, and degree programs.

12. University of Rochester's student body is made up of students from all over the United States, including nearby states such as the State of Michigan. Only 29% of students at the University of Rochester are from New York. University of Rochester regularly seeks students and student athletes from across the United States, including from Michigan.

13. University of Rochester has a stellar reputation for academic research and is consistently ranked as a top university, including but not limited to, for example:

- It is one of only 71 universities in the Association of American Universities (AAU). The AAU members are universities “on the leading edge of innovation, scholarship, and solutions that contribute to scientific progress, economic development, security, and well-being.” Other members include Yale, Massachusetts Institute of Technology, Berkeley, and Harvard, among other top public and private universities in the United States and Canada. See <https://www.aau.edu/who-we-are/our-members> and **Exhibit 3**.
- Its alumni and faculty have received many of the most prestigious national and international honors awarded for research and academic achievement, including a total of 13 Nobel Prizes across a range of categories that includes physics, medicine or physiology, and economics.
- Ranked by *U.S. News & World Report* as the #36 “National University,” as well as #25 for “Best Value.” See **Exhibit 4**.
- Rated #29 among U.S. business schools for Global MBAs by the *Financial Times*. See **Exhibit 4**.
- Ranked #52 among U.S. colleges for World University Rankings by the *Times Higher Education*. See **Exhibit 4**.

14. In addition to its academic reputation, University of Rochester also is nationally known for its performing arts programs, as well as its athletic teams that travel across the United States competing at the NCAA Division III level in various men’s and women’s sports.

15. For over a century, University of Rochester’s Eastman School of Music has been one of the world’s leaders in musical composition, performance, and education. University of Rochester’s robust arts program includes shows that attract audience members from across the

region and the United States, and its students and faculty travel in furtherance of academic and extracurricular endeavors across the United States.

16. University of Rochester sports programs participate in NCAA Division III (except for squash, which has participated in Division I). University of Rochester is a member of the University Athletic Association conference, which has eight member schools in Georgia, Illinois, Massachusetts, Missouri, New York, Ohio, and Pennsylvania. However, University of Rochester students compete at and with schools from across the country.

17. University of Rochester currently has more than twenty intercollegiate athletic teams, as well as club and intramural teams. University of Rochester teams have won multiple national championships, and University of Rochester student athletes have won multiple national titles.

18. University of Rochester also operates a highly rated teaching hospital and medical campus known as the University of Rochester Medical Center, which is one of the largest medical treatment and research facilities in upstate New York. University of Rochester's School of Nursing is consistently ranked among the top ten in the United States. The University of Rochester Medical Center recruits experienced nurses and other medical professionals from across the United States, including from Michigan.

19. University of Rochester has used the name and mark UNIVERSITY OF ROCHESTER since its inception in 1850. Its website, through which it markets and advertises its educational services, is accessible at www.rochester.edu. The university frequently is referred to as simply "Rochester" in various ways (e.g., Rochester students), including Rochester University.

20. By virtue of its long-standing and prominent use, University of Rochester owns strong trademark rights in its name UNIVERSITY OF ROCHESTER and variations thereof (the

“UNIVERSITY OF ROCHESTER Marks”). With over one hundred and seventy years of consistent use, University of Rochester has invested millions of dollars, devoted countless hours of work, and created volumes of images, video, and audio recordings promoting, marketing, and advertising its goods and services using that name. It has used its name in the production of countless academic articles, studies, and presentations, as well as in artistic displays and performances.

21. University of Rochester also operates social media business accounts, including a Facebook page, Instagram account, and Twitter account, as well as a LinkedIn profile, using the name UNIVERSITY OF ROCHESTER through which it advertises and markets its educational services and communicates with students, parents, fans of the school, and the broader community both in the United States and abroad. Its social media accounts have tens of thousands of followers each and collectively more than 200,000 followers, as shown in **Exhibit 5**.

22. University of Rochester owns the following federal trademark registrations on the Principal Register for its UNIVERSITY OF ROCHESTER Marks, which include goods and services in Classes 25, 41, 42, and 44, and affidavits have been filed pursuant to Sections 8 and 15 of the Lanham Act, 15 U.S.C. §§ 1058 and 1065, making both of these registrations incontestable. Registration Certificates and trademark status pages are attached as **Exhibit 6**.

Mark	Reg. No. /Reg date/First Use	Goods and Services
UNIVERSITY OF ROCHESTER	Reg 3376880 Reg Date 05-FEB-2008 First Use 31-DEC-1851 for Class 41 (31-DEC-1947 for Class 25)	INT. CL. 25 CLOTHING, NAMELY, SWEATSHIRTS, T-SHIRTS, POLO SHIRTS, JACKETS, SHORTS, PANTS, HATS, AND SCARVES INT. CL. 41 EDUCATIONAL SERVICES, NAMELY, PROVIDING COURSES OF INSTRUCTION AT THE UNDERGRADUATE, GRADUATE, POST-GRADUATE, PROFESSIONAL, AND CONTINUING EDUCATION LEVELS; MEDICAL TRAINING AND

		TEACHING; EDUCATIONAL RESEARCH; EDUCATIONAL SERVICES, NAMELY, PROVIDING EDUCATIONAL STUDY ABROAD PROGRAMS; SPECIAL EVENTS PLANNING FOR STUDENT AND ALUMNI SOCIAL AND EDUCATIONAL EVENTS; ENTERTAINMENT SERVICES, NAMELY, ORGANIZING AND CONDUCTING INTRA- AND INTER-COLLEGIATE SPORTS COMPETITIONS AND SPORTING EVENTS IN A WIDE VARIETY OF SPORTS, DRAMATIC PRODUCTIONS, MUSICAL PRODUCTIONS, CONCERTS, THEATRICAL PRODUCTIONS, FINE ART EXHIBITIONS, AND COMMUNITY CULTURAL EVENTS; AND ORGANIZING AND CONDUCTING EDUCATIONAL DEBATES, SPEECHES, LECTURES, AND SYMPOSIA IN A WIDE VARIETY OF FIELDS INCLUDING THE ARTS AND HUMANITIES, ENGINEERING, PHYSICAL AND MATHEMATICAL SCIENCES, SOCIAL SCIENCES, ECONOMICS, EDUCATION, AND BUSINESS
UNIVERSITY OF ROCHESTER MEDICAL CENTER	Reg 3264111 Reg Date 17-JUL-2007 First Use 31-DEC-1947	INT. CL. 42 MEDICAL RESEARCH; SCIENTIFIC INVESTIGATIONS FOR MEDICAL PURPOSES; SCIENTIFIC RESEARCH INT. CL. 44 HOSPITALS; MEDICAL SERVICES

23. University of Rochester has widely used these UNIVERSITY OF ROCHESTER Marks in interstate commerce for more than 170 years, and long before Rochester University began using the mark ROCHESTER UNIVERSITY.

24. The UNIVERSITY OF ROCHESTER Marks are used to distinguish University of

Rochester and its goods and services from other sources of the same types of goods and services, including other educational institutions, and the public recognizes goods and services offered under these marks as originating with the University of Rochester. As a result of University of Rochester's investment and efforts over multiple decades, the UNIVERSITY OF ROCHESTER Marks are extremely strong.

Rochester University

25. On information and belief, Defendant Rochester University is a corporation organized and existing under the laws of the State of Michigan, with a principal place of business at 800 West Avon Road, Rochester Hills, Michigan 48307.

26. Defendant Rochester University indicates it was established in 1954—over a century after the University of Rochester—under the name North Central Christian College, eventually becoming “Rochester College” in 1997. The name change to “Rochester University” was announced and then phased in over time concluding in August 2020. *See Exhibit 7.*

27. Rochester University, located in Rochester Hills, Michigan, is a liberal arts educational institution of about 1,200 students that offers bachelor's degrees in various majors and three master's degrees.

28. According to its website, Rochester University offers more than 20 undergraduate degrees—including not only general B.A. and B.S. degrees, but also majors in Theater and Nursing, among others.

29. Rochester University indicates it currently enrolls students from 25 states, including, on information and belief, New York. On information and belief, Rochester University regularly solicits students and student-athletes from New York, including sending applications and other school information and offering in-person and on-line tours to and for New York students.

30. Rochester University offers both on-campus and online degree programs. Some or all of the online programming offered at Rochester University is from Rize Education, Inc. (“Rize”), which is located in New York, and the Lower Cost Models Consortium. According to promotional material from Rochester University and Rize, Rochester University offers the on-line programming in partnership with Rize and, in addition, Rochester University used Rize’s Enrollment Marketing Services to promote on-line programming to attract new applicants and registrants. *See Exhibit 8.*

31. On information and belief, Rochester University faculty and staff attend conferences and programs in New York using the Rochester University name and provide articles and other materials to publishers in New York to be published and distributed using the Rochester University name.

32. Rochester University promotes its theater program and traveling vocal groups and, on information and belief, has programs in which students travel to New York for educational and entertainment purposes.

33. On information and belief, Rochester University is a member of the National Association of Intercollegiate Athletics (NAIA), and American College Hockey Association (ACHA), and its student athletes compete in more than twenty sports. Rochester Warrior teams have competed against teams in New York, including, on information and belief, under the Rochester University name.

34. On information and belief, Rochester University offers degrees in Nursing, Health Sciences and Clinical Psychology and more recently, including through its online classes with Rize, began offering a concentration in Health Care Management and a major in Neuroscience.

35. On information and belief, a strategic initiative of Rochester University is to attract transfer students. In furtherance of that goal, it offers academic credits to prospective transfer students and financial incentives, and specifically lists New York schools as schools it will provide transfer credit to, as shown in **Exhibits 9 and 10**. Rochester University advertises and markets its educational services in New York and seeks to solicit residents of New York and students currently attending (or who previously attended) New York schools.

36. Rochester University operates a website at the domain www.rochesteru.edu (*emphasis added by counsel*, as compared to the website operated by University of Rochester at the domain www.rochester.edu) through which it markets and advertises its educational services. Upon information and belief, the www.rochesteru.edu domain is less than 4 years old, while www.rochester.edu is over 36 years old. *See Exhibit 11*.

37. Rochester University also operates social media accounts, including a Facebook, Instagram, and Twitter account, as well as a LinkedIn profile using the name ROCHESTER UNIVERSITY through which it advertises and markets its educational services and communicates with students, parents, fans of the school, and the broader community.

JURISDICTION AND VENUE

38. This Court has subject matter jurisdiction under Section 39 of the Lanham Act, 15 U.S.C. § 1121, 28 U.S.C. §§ 2201 and 2202. Subject matter jurisdiction over University of Rochester's related state and common law claims is proper pursuant to 28 U.S.C. §§ 1338 and 1367.

39. This Court has personal jurisdiction over Rochester University because it has knowingly and purposefully promoted, marketed and advertised its educational services in the State of New York, including through its website, and has actively solicited prospective students

and student athletes from the State of New York, and in fact students and student athletes from the State of New York have attended Rochester University. Rochester University also advertises on its website that it accepts transfer students from certain schools and will provide academic credits to those students, and specifically lists several New York schools in that list, as shown in **Exhibit 10**. Rochester University has thus specifically sought to target New York students and offer them its services, including financial incentives to entice these students to transfer, as shown in **Exhibit 9**. On information and belief, Rochester University programs also have traveled to New York for sporting events, concerts, plays, and other performances.

40. In addition to prospective students, students, and parents, Rochester University sends communications to and solicits alumni in the State of New York.

41. Rochester University promotes that it offers accelerated learning. Rochester University has entered into agreements with Rize Education, located in New York, to provide assistance with online classes, and also in connection with marketing to prospective students.

42. On information and belief, Rochester University changed its name from Rochester College to Rochester University and adopted the ROCHESTER UNIVERSITY Marks with full awareness of Plaintiff and its prior ownership and strong rights in the UNIVERSITY OF ROCHESTER Marks. Rochester University thus willfully committed a tort and has caused harm to Plaintiff in the State of New York where it is located, and such harm was a naturally foreseeable consequence of the name change and Rochester University's actions in actively recruiting students and soliciting students, parents, and alumni from the State of New York while operating a nationally accessible website (and in fact New York residents attend and have attended Rochester University). Moreover, Rochester University offers online degree programs accessible from anywhere in the United States, and operated in partnership with Rize Enterprises, which is located

in New York. In sum, Rochester University has purposefully and willfully manifested its intent to reach the New York market, including without limitation students from New York and attending New York schools and their parents or others assisting in their educational decisions. These contacts are sufficient to permit the exercise of personal jurisdiction pursuant to the statutory and constitutional limits of the law.

43. Venue is proper in the Western District of New York pursuant to 28 U.S.C. § 1391(b)(2), because a substantial part of the acts or omissions giving rise to University of Rochester's claims occurred in this District, where University of Rochester resides and where the harm has occurred and is occurring.

FACTS COMMON TO ALL CLAIMS FOR RELIEF

44. Previously known as Rochester College, Rochester University began using the ROCHESTER UNIVERSITY Marks for educational and entertainment services in 2019, notwithstanding University of Rochester's prior rights, and long after the UNIVERSITY OF ROCHESTER Marks became well known among the consuming public of the United States (and long after University of Rochester obtained federal registrations for these marks),

45. Despite awareness of the University of Rochester and its long-existing rights in its name and in its UNIVERSITY OF ROCHESTER Marks, as well as its long and extensive online and offline presence, Rochester College changed its name and filed for trademark registrations with the United States Patent and Trademark Office ("PTO") for that name and variations thereof (the "ROCHESTER UNIVERSITY Marks").

46. The name "Rochester University" is simply a transposition of "University of Rochester," and thus the ROCHESTER UNIVERSITY Marks are likely to cause confusion with the UNIVERSITY OF ROCHESTER Marks.

47. In particular, Defendant's use of ROCHESTER UNIVERSITY imitates Plaintiff's UNIVERSITY OF ROCHESTER Marks in a manner that is likely to cause consumer confusion and deceive the public regarding the source, sponsorship, association, or affiliation of goods and services offered under the ROCHESTER UNIVERSITY Marks. This is especially so because both Plaintiff and Defendant use their marks for identical goods and services (i.e. educational and entertainment services, and related goods and services).

48. Indeed, on information and belief, confusion already exists in the marketplace between the ROCHESTER UNIVERSITY and UNIVERSITY OF ROCHESTER Marks and will only get worse as Rochester University continues to expand its use, marketing, and goods and service offerings. This confusion, and the likelihood thereof, is damaging the goodwill University of Rochester has built with the public by causing it to be associated with a school lacking the storied history and reputation University of Rochester has worked tirelessly and extensively to build in the United States and abroad.

49. Upon learning of Rochester University's Marks, investigation determined that Rochester University had applied to register, under Section 1(a), 15 U.S.C. § 1051(a), the following ROCHESTER UNIVERSITY Marks for services in Class 41. As shown below, registration issued for the ROCHESTER UNIVERSITY word mark on the Supplemental Register, Reg. No. 6,959,205 in January 2023, and for the ROCHESTER UNIVERSITY ROCHESTER HILLS, MI EST. 1959 word and design mark on the Principal Register, Reg. No. 6,994,744 on March 7, 2023. University of Rochester timely filed an Opposition to Application No. 97/061,648 for the RU ROCHESTER UNIVERSITY word and design mark.

Mark	Reg. No. / App. No. (& date)	Goods and Services
RU ROCHESTER UNIVERSITY	Published (Opposition filed by Plaintiff) App 97061648	INT. CL. 41 EDUCATIONAL SERVICES, NAMELY, PROVIDING ONLINE COURSES OF INSTRUCTION AT THE UNDERGRADUATE,

	<p>App Date 06-OCT-2021 First Use 13-APR-2019</p>	<p>GRADUATE LEVEL AND DISTRIBUTION OF COURSE MATERIAL IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, PROVIDING COURSES OF INSTRUCTION AT THE UNDERGRADUATE, GRADUATE LEVEL AND DISTRIBUTION OF COURSE MATERIAL IN CONNECTION THEREWITH; PROVIDING COLLEGIATE ATHLETIC AND SPORTING EVENTS</p>
<p>ROCHESTER UNIVERSITY ROCHESTER HILLS, MI EST. 1959</p> 	<p>Registered Principal Register (Cancellation filed by Plaintiff) Reg 6994744 Reg Date 07-MARCH-2023 First Use 13-APR-2019</p>	<p>INT. CL. 41 EDUCATIONAL SERVICES, NAMELY, PROVIDING ONLINE COURSES OF INSTRUCTION AT THE UNDERGRADUATE, GRADUATE LEVEL AND DISTRIBUTION OF COURSE MATERIAL IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, PROVIDING COURSES OF INSTRUCTION AT THE UNDERGRADUATE, GRADUATE LEVEL AND DISTRIBUTION OF COURSE MATERIAL IN CONNECTION THEREWITH; PROVIDING COLLEGIATE ATHLETIC AND SPORTING EVENTS</p>
<p>ROCHESTER UNIVERSITY ROCHESTER UNIVERSITY</p>	<p>Registered Supplemental Register (Cancellation filed by Plaintiff) Reg 6959205 Reg Date 17-JAN-2023 First Use 14-DEC-2012</p>	<p>INT. CL. 41 EDUCATIONAL SERVICES, NAMELY, PROVIDING ONLINE COURSES OF INSTRUCTION AT THE UNDERGRADUATE, GRADUATE LEVEL AND DISTRIBUTION OF COURSE MATERIAL IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, PROVIDING COURSES OF INSTRUCTION AT THE UNDERGRADUATE, GRADUATE LEVEL AND DISTRIBUTION OF COURSE MATERIAL IN CONNECTION THEREWITH; PROVIDING COLLEGIATE ATHLETIC AND SPORTING EVENTS</p>

50. On information and belief, the first use date for Reg. No. 6,959,205 on the Supplemental Register is incorrect and should also be April 13, 2019, as the name change did not happen until 2019. However, even 2012 is more than 150 years after Plaintiff began using the UNIVERSITY OF ROCHESTER Marks

51. Rochester University has completed its name change and promotes itself publicly as Rochester University using the ROCHESTER UNIVERSITY Marks. These marks transpose the order of the words in the UNIVERSITY OF ROCHESTER Marks, removing the non-operative word “of.” The word marks are otherwise identical in sight and sound.

52. While the University of Rochester is in Rochester, New York, Rochester University is located in Rochester *Hills*, Michigan. However, Rochester University chose to only include the word “Rochester,” in its name, which is the key word in the UNIVERSITY OF ROCHESTER Marks, demonstrating an intent to trade on the University of Rochester’s recognition and goodwill.

53. Rochester University’s name change is not only likely to cause confusion, but it already has caused confusion in the marketplace and among prospective students.

54. For example, prospective students and their families have posted on social media about their excitement to attend school at “#Rochesteruniversity” in New York, when Rochester University is based in Michigan, and University of Rochester is located in New York, as shown in **Exhibit 12**. As explained above, Rochester University’s LinkedIn page provides further evidence of confusion, as people living in Rochester, New York with no apparent connection to Rochester University have listed themselves as Rochester University alumni.

55. On information and belief, there have been additional instances of actual confusion and improper association between Rochester University and University of Rochester due to the confusing similarity of the parties’ names and respective marks.

56. This confusion harms University of Rochester, among other reasons, because prospective students and members of the community may accidentally believe certain information about Rochester University to pertain to University of Rochester, when it does not.

57. University of Rochester is further harmed because it has worked for decades and invested millions of dollars and countless hours into developing itself into a world-class institution with a stellar reputation for academics, the arts, and sports, as well as for its research programs and medicine, and Rochester University's use of the ROCHESTER UNIVERSITY Marks diminishes that hard-earned goodwill.

FIRST CLAIM FOR RELIEF
(Federal Trademark Infringement)

58. University of Rochester repeats and incorporates by reference the facts and allegations in the preceding paragraphs.

59. Rochester University's use of the ROCHESTER UNIVERSITY Marks, which are confusingly similar imitations of the UNIVERSITY OF ROCHESTER Marks, is likely to cause confusion, deception, and mistake by creating the false and misleading impression that Rochester University's goods and services originate with, or are sponsored, endorsed, or approved by University of Rochester, or are associated or connected with University of Rochester.

60. Rochester University has used and is using marks confusingly similar to University of Rochester's federally registered marks in violation of 15 U.S.C. § 1114. Rochester University's activities have caused and, unless enjoined by this Court, will continue to cause a likelihood of confusion and deception of members of the trade and public, and, additionally, injury to University of Rochester's goodwill and reputation as symbolized by the UNIVERSITY OF ROCHESTER Marks, for which Plaintiff has no adequate remedy at law.

61. Rochester University's actions demonstrate an intentional and willful intent to trade on the goodwill associated with the UNIVERSITY OF ROCHESTER Marks to Plaintiff's great and irreparable harm.

62. Rochester University has caused and is likely to continue causing substantial injury to the public and to University of Rochester for which there is no adequate monetary remedy; therefore, University of Rochester is entitled to injunctive relief and to recover Rochester University's profits, actual damages, enhanced profits and damages, costs, and reasonable attorneys' fees under 15 U.S.C. §§ 1114, 1116, and 1117.

SECOND CLAIM FOR RELIEF
(Federal Unfair Competition)

63. University of Rochester repeats and incorporates by reference the facts and allegations in the preceding paragraphs.

64. Rochester University's use of confusingly similar imitations of the UNIVERSITY OF ROCHESTER Marks is likely to cause confusion, deception, and mistake by creating the false and misleading impression that Rochester University's goods and services originate with, or are sponsored, endorsed, or approved by University of Rochester, or are associated or connected with University of Rochester.

65. By its use of the ROCHESTER UNIVERSITY Marks, Rochester has used representations, descriptions, and/or designations of its good and services that are false or misleading as referenced in and proscribed by 15 U.S.C. § 1125(a). Rochester University's activities have caused and, unless enjoined by this Court, will continue to cause a likelihood of confusion and deception of members of the trade and public, and, additionally, injury to University of Rochester's goodwill and reputation as symbolized by the UNIVERSITY OF ROCHESTER Marks, for which Plaintiff has no adequate remedy at law.

66. Rochester University's actions demonstrate an intentional and willful intent to trade on the goodwill associated with the UNIVERSITY OF ROCHESTER Marks to Plaintiff's great and irreparable harm.

67. Rochester University's conduct has caused, and is likely to continue causing, substantial injury to the public and to University of Rochester for which there is no adequate monetary remedy. Plaintiff is therefore entitled to injunctive relief and to recover Rochester University's profits, actual damages, enhanced profits and damages, costs, and reasonable attorneys' fees under 15 U.S.C. §§ 1125(a), 1116, and 1117.

THIRD CLAIM FOR RELIEF
(State Trademark Dilution and Injury to Business Reputation)
(N.Y. GEN. BUS. LAW § 360-1)

68. University of Rochester repeats and incorporates by reference the facts and allegations in the preceding paragraphs.

69. For over 170 years, University of Rochester has exclusively and continuously promoted and used its registered UNIVERSITY OF ROCHESTER Marks in the United States and beyond. These marks are a well-known symbol of University of Rochester and its goods and services among the general public in the United States, and have been since well before Rochester University began promoting and selling its goods and services using the ROCHESTER UNIVERSITY Marks.

70. Rochester University is making use in commerce of confusingly similar imitations of the UNIVERSITY OF ROCHESTER Marks that dilute and are likely to dilute the distinctiveness of those marks by eroding the public's exclusive identification of the UNIVERSITY OF ROCHESTER Marks with Plaintiff, tarnishing and degrading the positive associations and prestigious connotations of these distinctive marks, and otherwise lessening the capacity of these distinctive marks to identify and distinguish University of Rochester's goods and services.

71. Rochester University's actions demonstrate an intentional and willful intent to trade on the goodwill associated with the UNIVERSITY OF ROCHESTER Marks and to cause dilution of those marks to the great and irreparable injury of University of Rochester for which there is no adequate legal remedy.

72. Rochester University has caused and, unless enjoined by this Court, will continue to cause irreparable injury to University of Rochester's goodwill and business reputation, and dilution of the distinctiveness and value of the UNIVERSITY OF ROCHESTER Marks in violation of the New York Injury to Business Reputation and Dilution Act, N.Y. GEN. BUS. Law § 360-1 (2013).

73. University of Rochester, therefore, is entitled to injunctive relief, damages, and costs, as well as, enhanced damages, punitive damages, and reasonable attorneys' fees.

FOURTH CLAIM FOR RELIEF
(New York Common Law Trademark Infringement and Unfair Competition)

74. University of Rochester repeats and incorporates by reference the facts and allegations in the preceding paragraphs.

75. Rochester University's actions described above constitute common law trademark infringement and unfair competition, and have created and will continue to create, unless enjoined by this Court, a likelihood of confusion, and to cause irreparable injury of University of Rochester, which has no adequate remedy at law.

76. On information and belief, Rochester University has acted with full knowledge of University of Rochester's use of, and statutory and common law rights to, the UNIVERSITY OF ROCHESTER Marks, and without regard to the likelihood of confusion of the public created by these infringing activities.

77. Rochester University's actions demonstrate an intentional and willful intent to trade on the goodwill associated with the UNIVERSITY OF ROCHESTER Marks to the great and irreparable injury of University of Rochester.

78. As a result of Rochester University's actions, Plaintiff has been damaged in an amount not yet determined or ascertainable. At minimum, however, University of Rochester is entitled to injunctive relief, to an accounting of Rochester University's profits attributable to its use of the ROCHESTER UNIVERSITY Marks, as well as its damages, reasonable attorneys' fees, and costs. Further, in light of Rochester University's deliberate use of confusingly similar imitations of the UNIVERSITY OF ROCHESTER Marks, and the need to deter Rochester University from engaging in similar conduct in the future, Plaintiff additionally is entitled to punitive damages.

FIFTH CLAIM FOR RELIEF
(Cancellation of Registration Nos. 6,959,205 and 6,994,744 Due to Likelihood of Confusion)

79. Rochester University repeats and incorporates by reference the allegations in the preceding paragraphs.

80. On or about October 1, 2021, Rochester University applied to register the word mark ROCHESTER UNIVERSITY, Application No. 97/055,910.

81. The PTO refused registration and issued an Office Action because that mark is primarily geographically descriptive and due to likelihood of confusion with marks owned by the University of Rochester.

82. Rochester University responded and amended its application to the Supplemental Register, thus admitting its ROCHESTER UNIVERSITY mark is descriptive, and registration issued on January 17, 2023, Reg. No. 6,959,205.

83. On or about October 5, 2021, Rochester University applied to register the word and design mark ROCHESTER UNIVERSITY ROCHESTER HILLS, MI EST. 1959, Application No. 97/059,954.

84. The PTO refused registration and issued an Office Action due to likelihood of confusion with the marks owned by University of Rochester and required Rochester University to disclaim “ROCHESTER UNIVERSITY,” “ROCHESTER HILLS, MI,” and “EST 1959” because they are primarily geographically descriptive or merely descriptive.

85. Rochester University responded to the Office Action and included the required disclaimers and registration issued on the Principal Register on March 7, 2023, Reg. No. 6,994,744.

86. Because the marks in Reg. Nos. 6,959,205 and 6,994,744 are likely to cause confusion with the UNIVERSITY OF ROCHESTER Marks, the registrations issued in violation of 15 U.S.C. §§ 1051(a) and 1052(d).

87. Accordingly, maintenance of Reg. No. 6,959,205 and Reg. No. 6,994,744 on the Supplemental Register and Principal Register respectively is contrary to law and these registrations should be cancelled pursuant to court’s authority under 15 U.S.C. § 1119, based on the likelihood of confusion.

PRAYER FOR RELIEF

WHEREFORE, University of Rochester prays that:

1. Rochester University and all of its agents, officers, employees, representatives, successors, assigns, attorneys, and all other persons acting for, with, by, through, or under authority from Rochester University, or in concert or participation with Rochester University, and each of them, be enjoined permanently from:

- a. using the UNIVERSITY OF ROCHESTER Marks or any other copy, reproduction, colorable imitation, or simulation of the UNIVERSITY OF ROCHESTER Marks on or in connection with Defendant's goods and services, including on social media (*i.e.*, as the account, user or other name on or of any social media account, page or profile);
- b. passing off, palming off, or assisting in passing off or palming off Rochester University's goods and services as those of University of Rochester, or otherwise continuing any and all acts of unfair competition as alleged in this Complaint; and
- c. advertising, promoting, offering for sale, or selling any goods and services bearing or sold in association with confusingly similar imitations of the UNIVERSITY OF ROCHESTER Marks, including but not limited to the ROCHESTER UNIVERSITY Marks;

2. Rochester University be ordered to cease offering for sale, marketing, promoting, and selling, and to recall all products sold under or bearing any identical or confusingly similar imitations of the UNIVERSITY OF ROCHESTER Marks that are in Rochester University's possession, custody, or control, or under its authority, and also to deliver to each such store, seller, shipper, or distributor of such goods a copy of this Court's order as it relates to said injunctive relief against Rochester University;

3. Rochester University be ordered to cease use of the domain name www.rochesteru.edu (and any similar domains it may own including but not limited to .com, .net., org, etc. domains) and transfer ownership of that domain name(s) to University of Rochester;

4. Rochester University be ordered to deliver up for impoundment and for destruction all goods, advertising, promotional and marketing materials, or other materials in the possession, custody, or control of Rochester University that are found to infringe or dilute the UNIVERSITY OF ROCHESTER Marks or otherwise compete unfairly with Plaintiff;

5. The Court sustain the opposition filed by Plaintiff as to Application No. 97/061,648 (Trademark Trial and Appeal Opp. No. 91284925), and correct the register and cancel Registration Nos. 6,959,205 and 6,994,744, pursuant to its power under 15 U.S.C. § 1119;

6. Rochester University be compelled to account to University of Rochester for any and all profits attributable to use of the ROCHESTER UNIVERSITY Marks;

7. University of Rochester be awarded all damages caused by the acts forming the basis of this Complaint, including in the form of a reasonable royalty, and/or corrective advertising;

8. Based on Rochester University's knowing and intentional use confusingly similar imitations of the UNIVERSITY OF ROCHESTER Marks, the damages awarded be trebled and the award of Rochester University's profits be enhanced as provided for by 15 U.S.C. § 1117(a);

9. Rochester University be required to pay University of Rochester the costs of this action and its reasonable attorneys' fees pursuant to 15 U.S.C. § 1117(a) and the state and common law cited in this Complaint;

10. Based on Rochester University willful and deliberate infringement and dilution of the UNIVERSITY OF ROCHESTER Marks, and to deter such conduct in the future, University of Rochester be awarded punitive damages;

11. University of Rochester be awarded prejudgment and post-judgment interest

on all monetary awards; and

12. University of Rochester have such other and further relief as this Court may deem just or proper.

JURY TRIAL DEMANDED

University of Rochester respectfully demands a jury trial on all issues so triable.

Respectfully submitted this 16th day of June, 2023.

/s/ Barry M. Benjamin
Barry M. Benjamin
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1114 Avenue of the Americas
New York, NY 10036
(212) 775-8700
bbenjamin@kilpatricktownsend.com

William H. Brewster (Admission Pending
Swearing in)
bbrewster@kilpatricktownsend.com

Bethany R. Nelson (to be admitted *pro hac vice*)
Kilpatrick Townsend & Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta, GA 30309
(404) 815-6500
brnelson@kilpatricktownsend.com

*Attorneys for Plaintiff
University of Rochester*

Exhibit 1



"University" and "Rochester"



Sign in

News

Maps

Images

Degrees

Acceptance rate

Ranking

Tuition

Programs

Shopping

All filters

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Results for Rochester, NY

Use precise location

University of Rochester
https://www.rochester.edu

University of Rochester

With just over 4500 undergraduates, **Rochester** is one of the smallest and most collegiate in character among the nation's top research **universities**.

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https://www.rochester.edu › academics

Academics - University of Rochester

Rochester's undergraduate and **graduate** students pursue their **academic** goals in ...
Alexandra Poindexter of **University of Rochester** School of Arts & Sciences ...



https://www.rochester.edu › about

About

Located in western New York state, the **University of Rochester** is one of the world's leading research **universities**.



https://www.rochester.edu › admissions

University of Rochester Admissions

With just over 4500 undergraduates, **Rochester** is one of the smallest and most collegiate in character among the nation's top research **universities**.



People also ask

What is University of Rochester famous for?



Is University of Rochester a good University?



Is University of Rochester an Ivy League?



What GPA do you need for University of Rochester?



Feedback

U.S. News & World Report
https://www.usnews.com › Education › Colleges

University of Rochester - Profile, Rankings and Data

It utilizes a semester-based **academic** calendar. **University of Rochester's** ranking in the 2022-2023 edition of Best **Colleges** is National **Universities**, #36. Its ...

★★★★★ Rating: 4.9 · 22 reviews



RochesterU.edu
https://rochesteru.edu

Rochester University

Rochester University has partnered with local schools to celebrate March is Reading Month by bringing... Read More. March 27. Music journalist to speak at ...

Wikipedia
https://en.wikipedia.org/wiki/University_of_Rochester...

University of Rochester

During World War II, **Rochester** was one of 131 colleges and universities nationally that took part in the V-12 Navy College Training Program which offered ...

Campus: Midsize City, 600 acres (2.4 km2) Students: 12,074 (Fall 2021)
Other students: 423 (Fall 2019) Academic staff: 3,000 faculty



https://twitter.com/UofR


University of Rochester (@UofR) · Twitter

The University has been named as one of six grant-supported sites for Research Experiences for Undergraduates by @NSF and @srcorg

The grant will boost in-state and national semiconductor and microelectronics research and development
www.rochester.edu/newsc
...

Twitter · 23 hours ago


Playing through? Before it was part of the University, the site of the River Campus was the original Oak Hill country club. Take an imaginary on-hole tour of what golfers would see if they were to see college.



Before it was part of the University, the River Campus was the original location of @OakHill_Grounds, which is hosting the @PGACHampionship this week at its current location in Pittsford, NY 🇺🇸

Tour the course as it would appear to golfers today 🍷
www.rochester.edu/pr/Re...

Twitter · 2 days ago



Lilac season 💜
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Twitter · 1 day ago

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https://www.rit.edu

Rochester Institute of Technology | RIT

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Niche
https://www.niche.com/Colleges/New York

University of Rochester

Explore University of Rochester reviews, rankings, and statistics. Is it the right college for you?

Rating: 3.7 · 1,577 reviews

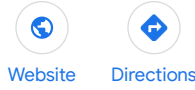


Places :

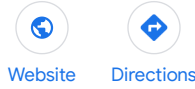


Rating Hours

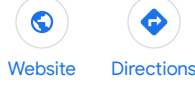
University of Rochester
4.5 (394) · University
Rochester, NY · (585) 275-2121
Private school known for music program



UNIVERSITY OF ROCHESTER
No reviews · College
186 Cumberland St



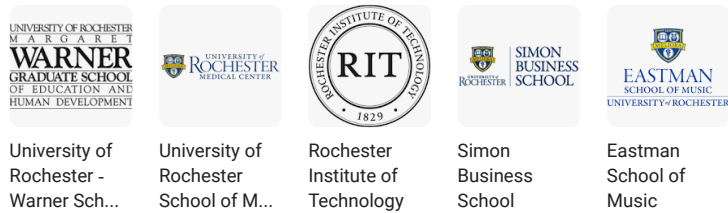
University Of Rochester Neu
No reviews · University
1325 Mt Hope Ave · (585) 275-1200



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Facebook
<https://www.facebook.com/University.of.Rochester>

University of Rochester

University of Rochester, Rochester, New York. 66137 likes · 3329 talking about this · 117745 were here. The University of Rochester Curriculum—unique...
Rating: 4 · 1,325 votes



Instagram
<https://www.instagram.com/urochester>

University of Rochester (@urochester) ...

38K Followers, 624 Following, 2755 Posts - See Instagram photos and videos from University of Rochester (@urochester)

University of Rochester Athletics
<https://uofrathletics.com>

University of Rochester Athletics - Official Athletics Website

The official athletics website for the University of Rochester Yellowjackets. ... Conference Championships. 121. Academic All-Americans. 695. All-Americans ...

University of Minnesota
https://r.umn.edu

University of Minnesota Rochester: Home

A great way to learn more about UMR is to explore **campus** in-person! ... **University of Minnesota Rochester** | 111 South Broadway, Suite 300 | **Rochester**, ...

LinkedIn
https://www.linkedin.com › school › university-of-roche...

University of Rochester Employees, Location, Alumni

The **University of Rochester** (UR) is a private, nonsectarian, research-intensive **university** located in **Rochester**, New York. The **University** grants bachelor's, ...

St. John Fisher University
https://www.sjf.edu

St. John Fisher University, Rochester, NY

A nursing **student** allows a child to hear her own heartbeat through a stethoscope. ... Copyright © St. John Fisher **University** | 3690 East Avenue, **Rochester**, ...

YouTube
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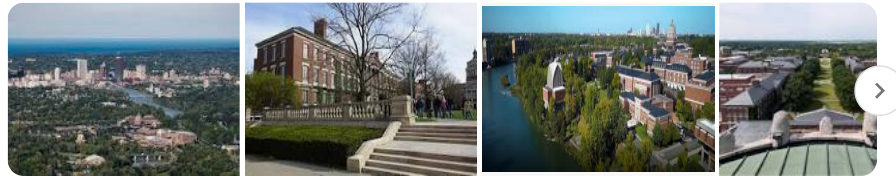
University of Rochester

This is the official channel of the **University of Rochester** in **Rochester**, New York, one of the country's top-tier research **universities**.



Images for "University" and "Rochester"

- medical school
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Forbes
https://www.forbes.com › colleges › university-of-roc...

University of Rochester

#97 **University of Rochester** ; #58. In Private **Colleges** ; #72. In Research **Universities** ; #43. In The Northeast.



College Factual
https://www.collegefactual.com › colleges › university...

University of Rochester Overview


University of Rochester is ranked #63 out of 2,241 schools in the nation for overall quality on **College Factual's** 2023 **Best Colleges** list. This lands it a ...



Top Universities
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University of Rochester : Rankings, Fees & Courses Details

The **University of Rochester** consistently ranks among the top **colleges** and **universities** nationwide in federally financed science, engineering, medical, and other ...

 naz.edu
https://www2.naz.edu


www.naz.edu :: Home

Nazareth offers over 60 **academic** programs in the liberal arts and sciences and ... 4245 East Avenue, **Rochester**, NY 14618 · 585-389-2525 · info@naz.edu.

 Coursera
https://www.coursera.org › rochester

University of Rochester Online Courses

The **University of Rochester** is one of the nation's leading private **universities**. Located in **Rochester**, N.Y., the **University** provides exceptional ...

 University of Rochester Hillel
https://rochesterhillel.org

Home | Hillel at the University of Rochester

Hillel is proud to be the catalyst for vibrant, pluralistic, inclusive Jewish life at the **University of Rochester**. We embrace the core Jewish value of ...

 The College Board
https://bigfuture.collegeboard.org › colleges › universi...


University of Rochester - BigFuture College Search

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 Boydell & Brewer
https://boydellandbrewer.com › university-of-rocheste...

University of Rochester Press

Founded in 1989 as a unique collaboration between the **University of Rochester** and British **academic** publisher Boydell & Brewer, Ltd., the **University of** ...

 Data USA
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University of Rochester

The most common industries for people who hold a degree in one of the 5 most specialized majors at **University of Rochester** are **Colleges, universities &** ...

 Common App
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Apply to University of Rochester

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 Times Higher Education
https://www.timeshighereducation.com › university-ro...

University of Rochester | World University Rankings | THE

University of Rochester ; 154 · World **University** Rankings 2023 ; =52 · US **College** Rankings 2022 ; 176-200 · World Reputation Rankings 2020.

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Exhibit 2



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...nation's 60 leading research institutions and one of the
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National rankings

U.S. News & World Report: Best Colleges

- National universities, 2022-23: **#36**
- Best value schools, 2022-23: **#25**

*U.S. News & World Report: Best Graduate Schools**

- **Best Business Schools: Simon Business School**
 - Best overall (2023), **#33**
- **Best Engineering Schools: Hajim School of Engineering and Applied Sciences**
 - Best overall (2023), **#45**
- **Best Medical Schools: School of Medicine and Dentistry**
 - Primary Care (2023), **#26**
 - Research (2023), **#37**

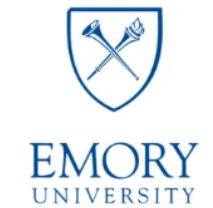
Exhibit 4

Our Members

AAU member universities—69 in the United States and two in Canada—are on the leading edge of innovation, scholarship, and solutions that contribute to scientific progress, economic development, security, and well-being.

See a [full list of AAU's membership](#), including year of entry into the association.

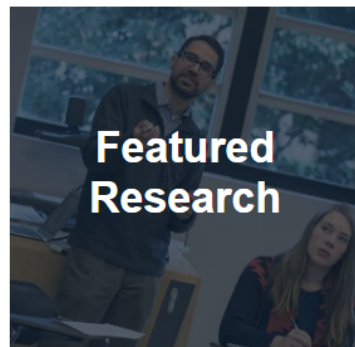
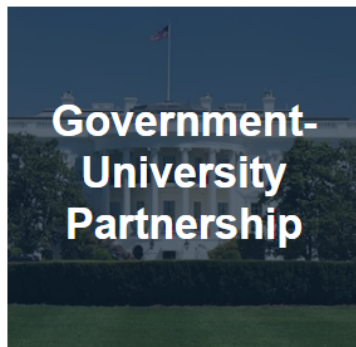






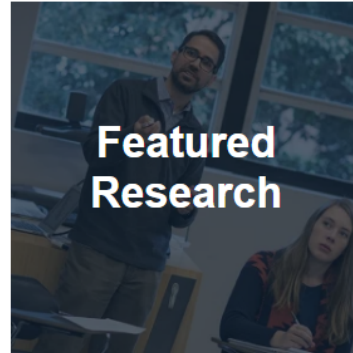
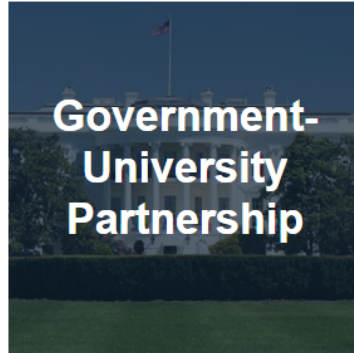
Tools

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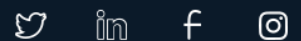
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Social





AAU Member Universities

Public

Arizona State University (2023)
Georgia Institute of Technology (2010)
Indiana University (1909)
Michigan State University (1964)
The Ohio State University (1916)
The Pennsylvania State University (1958)
Purdue University (1958)
Rutgers University – New Brunswick (1989)
Stony Brook University – The State University of New York (2001)
Texas A&M University (2001)
University at Buffalo – The State University of New York (1989)
The University of Arizona (1985)
University of California, Davis (1996)
University of California, Berkeley (1900)
University of California, Irvine (1996)
University of California, Los Angeles (1974)
University of California, Riverside (2023)
University of California, San Diego (1982)
University of California, Santa Barbara (1995)
University of California, Santa Cruz (2019)
University of Colorado, Boulder (1966)
University of Florida (1985)
University of Illinois at Urbana-Champaign (1908)
The University of Iowa (1909)
The University of Kansas (1909)
University of Maryland at College Park (1969)
University of Michigan (1900)
University of Minnesota, Twin Cities (1908)
University of Missouri, Columbia (1908)
The University of North Carolina at Chapel Hill (1922)
University of Oregon (1969)
University of Pittsburgh (1974)
University of South Florida (2023)
The University of Texas at Austin (1929)
The University of Utah (2019)
University of Virginia (1904)
University of Washington (1950)
The University of Wisconsin – Madison (1900)



AAU Member Universities

Private

Boston University (2012)
Brandeis University (1985)
Brown University (1933)
California Institute of Technology (1934)
Carnegie Mellon University (1982)
Case Western Reserve University (1969)
Columbia University (1900)
Cornell University (1900)
Dartmouth College (2019)
Duke University (1938)
Emory University (1995)
Harvard University (1900)
The George Washington University (2023)
The Johns Hopkins University (1900)
Massachusetts Institute of Technology (1934)
New York University (1950)
Northwestern University (1917)
Princeton University (1900)
Rice University (1985)
Stanford University (1900)
Tufts University (2021)
Tulane University (1958)
The University of Chicago (1900)
University of Miami (2023)
University of Notre Dame (2023)
University of Pennsylvania (1900)
University of Rochester (1941)
University of Southern California (1969)
Vanderbilt University (1950)
Washington University in St. Louis (1923)
Yale University (1900)

Canadian

McGill University (1926)
University of Toronto (1926)

Exhibit 3



Recent Rankings

Global and US rankings

Rochester is one of the nation's 60 leading research institutions and one of the top universities in the world for entrepreneurs.

National rankings

U.S. News & World Report: Best Colleges

- National universities, 2022–23: **#36**
- Best value schools, 2022–23: **#25**

U.S. News & World Report: Best Graduate Schools*

- **Best Business Schools: Simon Business School**
 - Best overall (2023–24), **#27**
- **Best Engineering Schools: Hajim School of Engineering and Applied Sciences**
 - Best overall (2023–24), **#42**
- **Best Medical Schools: School of Medicine and Dentistry**
 - Primary Care (2022–23), **#26**
 - Research (2022–23), **#37**
- **Best Nursing Schools: School of Nursing**
 - Master's (2023–24), **#22**
- **Top Social Sciences and Humanities Schools: School of Arts and Sciences**
 - Political Methodology (2021–22), **#7**
 - Political Science (2021–22), **#19**
 - International Politics (2021–22), **#19**
 - Economics (2022–23), **#27**
 - Macroeconomics (2022–23), **#16**
 - Microeconomics (2022–23), **#20**
- **Top Science Schools: School of Arts and Sciences, and Hajim School of Engineering and Applied Sciences**
 - Atomic / Molecular / Optical Physics (2023–24), **#14**



- Microeconomics (2022–23), **#20**
- **Top Science Schools: School of Arts and Sciences, and Hajim School of Engineering and Applied Sciences**
 - Atomic / Molecular / Optical Physics (2023–24), **#14**
 - Biostatistics (2022–23), **#21**
 - Statistics (2022–23), **#49**

* Note: All years listed are the most recent rankings available

International rankings

Times Higher Education: World University Rankings

- World university rankings, 2023: **#154**; among U.S. colleges, 2023: **#52**
- World university rankings, 2022: **#142**; among U.S. colleges, 2022: **#48**

QS Top Universities

- World university rankings, 2023: **#147**; among U.S. colleges, 2022: **#30**

ShanghaiRanking Academic Ranking of World Universities

- International, 2022: **#151–200**; among U.S. colleges: **#55–62**
- Clinical Medicine, 2022: **#51–75**
- Dentistry & Oral Sciences, 2022: **#51–75**
- Political Sciences, 2022: **#51–75**
- Psychology, 2022: **#51–75**
- Physics, 2022: **#101–150**
- Human Biological Sciences, 2022: **#101–150**
- Economics, 2022: **#101–150**
- Finance, 2022: **#101–150**

Financial Times: Business Education

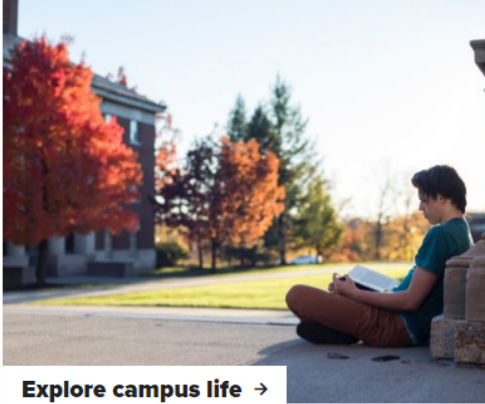
- Global MBAs, 2022: **#48** (Simon); among U.S. business schools: **#29** (Simon)

Find out more about Rochester



Find out more about Rochester

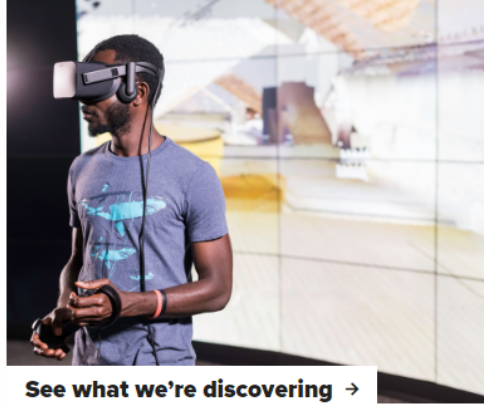
THRIVE



Explore campus life →

Students have many options for housing, dining, and recreation on and off campus.

RESEARCH



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Schools & divisions

School of Arts & Sciences

Hajim School of Engineering

Eastman School of Music

School of Medicine & Dentistry

School of Nursing

Simon Business School

Warner School of Education

Laboratory for Laser Energetics

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- Blackboard
- HRMS
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- Memorial Art Gallery

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- Global engagement
- Accessibility
- Vision & Values
- Diversity, equity & inclusion
- Nondiscrimination & Title IX

Schools & divisions

- School of Arts & Sciences
- Hajim School of Engineering
- Eastman School of Music
- School of Medicine & Dentistry
- School of Nursing
- Simon Business School
- Warner School of Education
- Laboratory for Laser Energetics

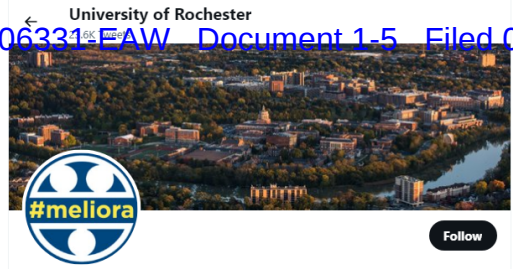
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Exhibit 5

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Official Twitter account for the University of Rochester, offering updates, news, support. Meliora: Ever Better.

Education Rochester, NY rochester.edu Joined May 2008

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University of Rochester @UofR · Aug 5, 2022
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The Rochester Curriculum
At the University of Rochester, there are no general education requirements and no traditional "core" curriculum.

11 10 68



University of Rochester @UofR · 34m

Rochester Athletics @UofRAthletics · 2h
IT'S NCAA REGIONAL GAMEDAY !!
#15 @Rochester_SB opens the 2023 NCAA Tournament with a matchup against the Lions!!!

vs: Eastern Nazarene
4:30 p.m.
Anville, PA
bit.ly/3MzCulU
bit.ly/435GaYd

#GoJackets // #d3sb



3 552



University of Rochester @UofR · 2h
The University of Rochester joined millions of college students and staff in a competition to reduce our campus waste

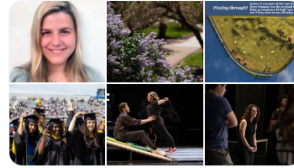
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7,194 Tweets
- Sports · Trending
Nadal
Trending with IT HAS BEGUN
- Gaming · Trending
#RTX4060
10.3K Tweets

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University of Rochester

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Intro

The University of Rochester Curriculum—unique in higher education—has no required subjects.

Page · College & university

500 Joseph C Wilson Blvd, Rochester, NY, United States, New York

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Posts

University of Rochester · 1h ·

"Russia's war in Ukraine has been raging for more than a year. And for more than a year, various international leaders—including French President Emmanuel Macron and Chinese leader Xi Jinping—not to mention domestic pundits and politicians, have been calling for negotiations to end the bloodshed. Though well-intentioned, these appeals fail to take into account the fundamental nature of war, which requires the fighting to play out before a lasting peace can be a realistic poss... [See more](#)



THEATLANTIC.COM

Why Ukraine Shouldn't Talk to Russia—Yet

Until the fighting makes both sides converge over the war's realistic outcome, the West would ...

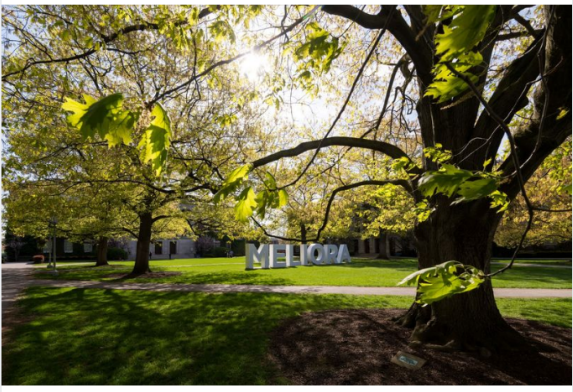
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Write a comment...

University of Rochester · 4h ·

THIS WEEK IN UNIVERSITY HISTORY: In 1851, about one year after the University was founded, Rochester adopted its beloved motto, Meliora—Latin for "ever better."

The idea for the motto is credited to Asahel Kendrick, the Munro professor of the Greek language and literature from 1851 to 1895. It likely originates from Ovid's Metamorphoses, book 7, lines 20–21: "video meliora, proboque..." which means, "I see better things, and approve..."



68 1 comment 4 shares

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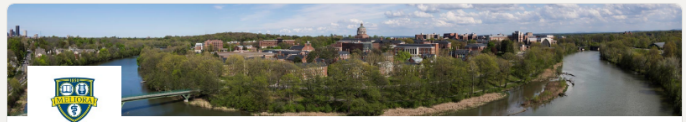
Maggie Popek · 2h
I love the motto.

University of Rochester · 1d ·

When the PGA Championship tees off tomorrow at Oak Hill Country Club, the golfing world will be watching the sport's elite athletes play the home course of the University of Rochester Yellowjackets golf team.

Before it was part of the University, the River Campus was the original location of Oak Hill, which is hosting the PGA at its current location in Pittsford, NY.

April 7
April 6
April 5
April 5
April 4
April 3
March 31
March 30
March 29
March 28
March 27
March 24
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March 23



University of Rochester

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Contact info
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US\$ 200K

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2 alumni work at Kilpatrick Townsend & Stockton LLP



Stuart Eric and Jason



Joel, Larry, Keith, Matthew & 69,062 others

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"Russia's war in Ukraine has been raging for more than a year. And for more than a year, vari... see more

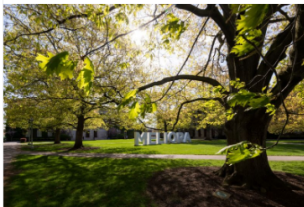


Why Ukraine Shouldn't Talk to Russia—Yet
theatlantic.com • 7 min read

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THIS WEEK IN UNIVERSITY HISTORY: In 1851, about one year after the University was founded... see more



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20 recent senior management hires
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0%
Total headcount growth
6 months

7 years
Median tenure

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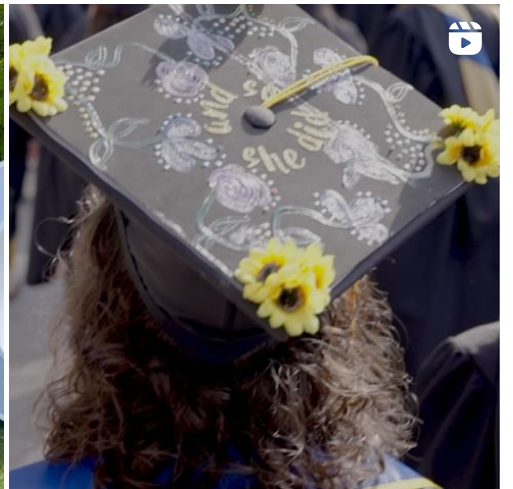
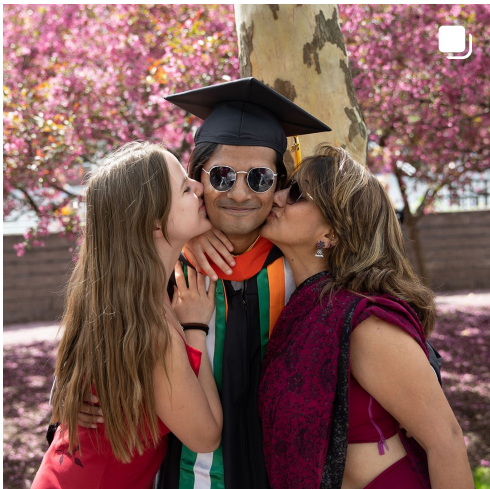
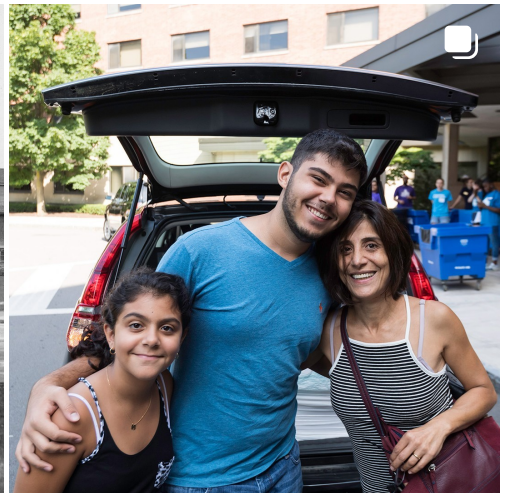
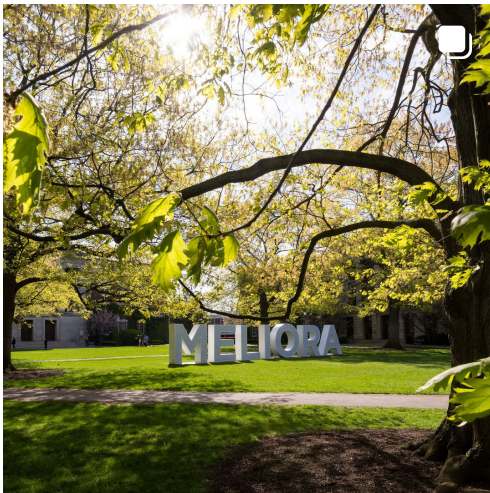
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Exhibit 6

Int. Cls.: 25 and 41

Prior U.S. Cls.: 22, 39, 100, 101 and 107

Reg. No. 3,376,880

United States Patent and Trademark Office

Registered Feb. 5, 2008

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

UNIVERSITY OF ROCHESTER

UNIVERSITY OF ROCHESTER (NEW YORK
EDUCATION CORPORATION)
263 WALLIS HALL
ROCHESTER, NY 14627

FOR: CLOTHING, NAMELY, SWEATSHIRTS, T-SHIRTS, POLO SHIRTS, JACKETS, SHORTS, PANTS, HATS, AND SCARVES, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1947; IN COMMERCE 0-0-1947.

FOR: EDUCATIONAL SERVICES, NAMELY, PROVIDING COURSES OF INSTRUCTION AT THE UNDERGRADUATE, GRADUATE, POST-GRADUATE, PROFESSIONAL, AND CONTINUING EDUCATION LEVELS; MEDICAL TRAINING AND TEACHING; EDUCATIONAL RESEARCH; EDUCATIONAL SERVICES, NAMELY, PROVIDING EDUCATIONAL STUDY ABROAD PROGRAMS; SPECIAL EVENTS PLANNING FOR STUDENT AND ALUMNI SOCIAL AND EDUCATIONAL EVENTS; ENTERTAINMENT SERVICES, NAMELY, ORGANIZING AND CONDUCTING INTRA- AND INTER-COLLEGIATE SPORTS COMPETITIONS AND SPORTING EVENTS IN A WIDE VARIETY OF SPORTS, DRAMATIC PRODUCTIONS, MUSICAL PRODUCTIONS, CONCERTS, THEATRICAL

PRODUCTIONS, FINE ART EXHIBITIONS, AND COMMUNITY CULTURAL EVENTS; AND ORGANIZING AND CONDUCTING EDUCATIONAL DEBATES, SPEECHES, LECTURES, AND SYMPOSIA IN A WIDE VARIETY OF FIELDS INCLUDING THE ARTS AND HUMANITIES, ENGINEERING, PHYSICAL AND MATHEMATICAL SCIENCES, SOCIAL SCIENCES, ECONOMICS, EDUCATION, AND BUSINESS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 0-0-1851; IN COMMERCE 0-0-1851.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "UNIVERSITY" IN INTERNATIONAL CLASS 41, APART FROM THE MARK AS SHOWN.

SEC. 2(F).

SER. NO. 77-004,526, FILED 9-21-2006.

CHARLOTTE CORWIN, EXAMINING ATTORNEY

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Mark: UNIVERSITY OF ROCHESTER

UNIVERSITY OF ROCHESTER

US Serial Number: 77004526

Application Filing Date: Sep. 21, 2006

US Registration Number: 3376880

Registration Date: Feb. 05, 2008

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: The registration has been renewed.

Status Date: Nov. 09, 2017

Publication Date: Nov. 20, 2007

Mark Information

Mark Literal Elements: UNIVERSITY OF ROCHESTER

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "UNIVERSITY" in International Class 41

Acquired Distinctiveness Claim: In whole

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: Clothing, namely, sweatshirts, T-shirts, polo shirts, jackets, shorts, pants, hats, and scarves

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: 1947

Use in Commerce: 1947

For: educational services, namely, providing courses of instruction at the undergraduate, graduate, post-graduate, professional, and continuing education levels; medical training and teaching; educational research; educational services, namely, providing educational study abroad programs; special events planning for student and alumni social and educational events; entertainment services, namely, organizing and conducting intra- and inter-collegiate sports competitions and sporting events in a wide variety of sports, dramatic productions, musical productions, concerts, theatrical productions, fine art exhibitions, and community cultural events; and organizing and conducting educational debates, speeches, lectures, and symposia in a wide variety of fields including the arts and humanities, engineering, physical and mathematical sciences, social sciences, economics, education, and business

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE**Basis:** 1(a)**First Use:** 1851**Use in Commerce:** 1851

Basis Information (Case Level)

Filed Use: Yes**Currently Use:** Yes**Filed ITU:** No**Currently ITU:** No**Filed 44D:** No**Currently 44E:** No**Filed 44E:** No**Currently 66A:** No**Filed 66A:** No**Currently No Basis:** No**Filed No Basis:** No

Current Owner(s) Information

Owner Name: University of Rochester**Owner Address:** 263 Wallis Hall
Rochester, NEW YORK UNITED STATES 14627**Legal Entity Type:** Education Corporation**State or Country Where Organized:** NEW YORK

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kristen Mollnow Walsh**Docket Number:** 176-010008**Attorney Primary Email Address:** nytm@nixonpeabody.com**Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: Kristen Mollnow Walsh
Nixon Peabody LLP
1300 Clinton Square
Rochester, NEW YORK UNITED STATES 14604**Phone:** (585) 263-1000**Fax:** (585) 263-1600**Correspondent e-mail:** nytm@nixonpeabody.com kwash@nixonpeabody.com**Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 17, 2021	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 17, 2021	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 17, 2021	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 17, 2021	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 17, 2021	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Nov. 09, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Nov. 09, 2017	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76985
Nov. 09, 2017	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76985
Nov. 09, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76985
Oct. 13, 2017	TEAS SECTION 8 & 9 RECEIVED	
Feb. 05, 2017	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Jun. 07, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jun. 07, 2013	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67723
Jun. 06, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
May 17, 2013	TEAS SECTION 8 & 15 RECEIVED	
Feb. 05, 2008	REGISTERED-PRINCIPAL REGISTER	

Nov. 20, 2007	PUBLISHED FOR OPPOSITION	
Oct. 31, 2007	NOTICE OF PUBLICATION	
Oct. 16, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	70468
Oct. 16, 2007	ASSIGNED TO LIE	70468
Sep. 16, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 14, 2007	EXAMINER'S AMENDMENT ENTERED	88888
Sep. 14, 2007	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Sep. 14, 2007	EXAMINERS AMENDMENT E-MAILED	6328
Sep. 14, 2007	EXAMINERS AMENDMENT -WRITTEN	82415
Sep. 11, 2007	NOTIFICATION OF PRIORITY ACTION E-MAILED	6326
Sep. 11, 2007	PRIORITY ACTION E-MAILED	6326
Sep. 11, 2007	PRIORITY ACTION WRITTEN	82415
Sep. 11, 2007	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Sep. 07, 2007	WITHDRAWN FROM PUB - OG REVIEW QUERY	61844
Aug. 25, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	68602
Aug. 24, 2007	ASSIGNED TO LIE	68602
Aug. 15, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 13, 2007	ASSIGNED TO EXAMINER	82415
Aug. 03, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 03, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 03, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 12, 2007	EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Feb. 12, 2007	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	75568
Feb. 10, 2007	ASSIGNED TO EXAMINER	75568
Sep. 27, 2006	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Nov. 09, 2017

Proceedings

Summary

Number of 1
Proceedings:

Type of Proceeding: Opposition

Proceeding [91284925](#)
Number:

Filing Date: May 10, 2023

Status: Pending

Status Date: May 10, 2023

Interlocutory REBECCA J STEMPIEN_COYLE
Attorney:

Defendant

Name: ROCHESTER UNIVERSITY

Correspondent DENNIS VEARA
Address: 2252 OSPREY LAKE CIR
HARDEEVILLE SC UNITED STATES , 29927

Correspondent e-mail: dennis.veara@gmail.com , dveara@rochesteru.edu

Associated marks

Mark	Application Status	Serial Number	Registration Number
R U ROCHESTER UNIVERSITY		97061648	

Plaintiff(s)

Name: University of Rochester

Correspondent WILLIAM H. BREWSTER
Address: KILPATRICK TOWNSEND & STOCKTON LLP
 1100 PEACHTREE STREET NE, SUITE 2800
 ATLANTA GA UNITED STATES , 30309

Correspondent e-mail: bbrewster@ktslaw.com , brnelson@ktslaw.com , kteilhaber@ktslaw.com , tmadmin@ktslaw.com , bnelson@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
UNIVERSITY OF ROCHESTER MEDICAL CENTER		77004523	3264111
UNIVERSITY OF ROCHESTER		77004526	3376880

Prosecution History

Entry Number	History Text	Date	Due Date
3	INSTITUTED	May 10, 2023	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 10, 2023	Jun 19, 2023
1	FILED AND FEE	May 10, 2023	

Int. Cls.: 42 and 44

Prior U.S. Cls.: 100 and 101

Reg. No. 3,264,111

United States Patent and Trademark Office

Registered July 17, 2007

**SERVICE MARK
PRINCIPAL REGISTER**

**UNIVERSITY OF ROCHESTER
MEDICAL CENTER**

UNIVERSITY OF ROCHESTER (NEW YORK
EDUCATION CORPORATION)
263 WALLIS HALL
ROCHESTER, NY 14627

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

FOR: MEDICAL RESEARCH; SCIENTIFIC INVES-
TIGATIONS FOR MEDICAL PURPOSES; SCIENTI-
FIC RESEARCH, IN CLASS 42 (U.S. CLS. 100 AND
101).

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "MEDICAL CENTER", APART
FROM THE MARK AS SHOWN.

FIRST USE 0-0-1947; IN COMMERCE 0-0-1947.

SEC. 2(F).

FOR: HOSPITALS; MEDICAL SERVICES, IN
CLASS 44 (U.S. CLS. 100 AND 101).

SER. NO. 77-004,523, FILED 9-21-2006.

FIRST USE 0-0-1947; IN COMMERCE 0-0-1947.

SCOTT BALDWIN, EXAMINING ATTORNEY

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Mark: UNIVERSITY OF ROCHESTER MEDICAL CENTER

UNIVERSITY OF ROCHESTER
MEDICAL CENTER

US Serial Number: 77004523

Application Filing Date: Sep. 21, 2006

US Registration Number: 3264111

Registration Date: Jul. 17, 2007

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

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: Jun. 06, 2017

Publication Date: May 01, 2007

Mark Information

Mark Literal Elements: UNIVERSITY OF ROCHESTER MEDICAL CENTER

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "MEDICAL CENTER"

Acquired Distinctiveness Claim: In whole

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: Medical research; Scientific investigations for medical purposes; Scientific research

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: 1947

Use in Commerce: 1947

For: Hospitals; Medical services

International Class(es): 044 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: 1947

Use in Commerce: 1947

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: University of Rochester

Owner Address: 263 Wallis Hall
Rochester, NEW YORK UNITED STATES 14627

Legal Entity Type: Education Corporation

State or Country: NEW YORK
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kristen Mollnow Walsh

Docket Number: 176-010008

Attorney Primary Email Address: nytm@nixonpeabody.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Kristen Mollnow Walsh
Nixon Peabody LLP
1300 Clinton Square
Rochester, NEW YORK UNITED STATES 14604

Phone: (585) 263-1000

Fax: (585) 263-1600

Correspondent e-mail: nytm@nixonpeabody.com kwash@nixonpeabody.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 17, 2021	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
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Feb. 17, 2021	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jun. 06, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jun. 06, 2017	REGISTERED-SUBSEQUENT SEC. 8 (10 YR) ACCEPTED/SEC. 9 GRANTED	
Jun. 06, 2017	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	74704
Jun. 06, 2017	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	74704
Jun. 06, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	74704
Apr. 07, 2017	TEAS SECTION 8 & 9 RECEIVED	
Nov. 05, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - MAILED	
Nov. 05, 2016	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76873
Nov. 05, 2016	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76873
Nov. 05, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76873
Aug. 23, 2016	TEAS SECTION 8 & 9 RECEIVED	
Aug. 23, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 17, 2016	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Oct. 01, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	

Oct. 01, 2012	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67723
Oct. 01, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
Sep. 24, 2012	TEAS SECTION 8 & 15 RECEIVED	
Jul. 17, 2007	REGISTERED-PRINCIPAL REGISTER	
May 01, 2007	PUBLISHED FOR OPPOSITION	
Apr. 11, 2007	NOTICE OF PUBLICATION	
Mar. 09, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	76985
Mar. 09, 2007	ASSIGNED TO LIE	76985
Feb. 12, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 12, 2007	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 12, 2007	EXAMINERS AMENDMENT E-MAILED	6328
Feb. 12, 2007	EXAMINERS AMENDMENT -WRITTEN	75568
Feb. 10, 2007	ASSIGNED TO EXAMINER	75568
Sep. 27, 2006	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION

Date in Location: Jun. 06, 2017

Proceedings

Summary

Number of Proceedings: 1

Type of Proceeding: Opposition

Proceeding Number: [91284925](#)

Filing Date: May 10, 2023

Status: Pending

Status Date: May 10, 2023

Interlocutory Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: ROCHESTER UNIVERSITY

Correspondent Address: DENNIS VEARA
2252 OSPREY LAKE CIR
HARDEEVILLE SC UNITED STATES , 29927

Correspondent e-mail: dennis.veara@gmail.com , dveara@rochesteru.edu

Associated marks

Mark	Application Status	Serial Number	Registration Number
R U ROCHESTER UNIVERSITY		97061648	

Plaintiff(s)

Name: University of Rochester

Correspondent Address: WILLIAM H. BREWSTER
KILPATRICK TOWNSEND & STOCKTON LLP
1100 PEACHTREE STREET NE, SUITE 2800
ATLANTA GA UNITED STATES , 30309

Correspondent e-mail: bbrewster@ktslaw.com , brnelson@ktslaw.com , kteilhaber@ktslaw.com , tmadmin@ktslaw.com , bnelson@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
UNIVERSITY OF ROCHESTER MEDICAL CENTER		77004523	3264111
UNIVERSITY OF ROCHESTER		77004526	3376880

Prosecution History

Entry Number	History Text	Date	Due Date
3	INSTITUTED	May 10, 2023	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 10, 2023	Jun 19, 2023
1	FILED AND FEE	May 10, 2023	

Exhibit 7



ABOUT RU

NEED HELP?



Meet with your
adviser

[ABOUT RU](#)[HISTORY AND LEGACY](#)[ACCREDITATION](#)[ADMINISTRATION](#)[ALUMNI](#)[ATHLETICS – NAIA AND WHAC](#)[DEGREES OFFERED](#)[FACULTY AND STAFF](#)[FINANCIAL AID & EXPENSES](#)[INTERNATIONAL STUDY & TRAVEL](#)[LOCATION & CAMPUS MAP](#)[MISSION, VISION & VALUES](#)[RISE TOGETHER STRATEGIC PLAN 2019-23](#)[STUDENT ACTIVITIES AND ORGANIZATIONS](#)[STUDENT PROFILE](#)

History and Legacy

Rochester University is an accredited liberal arts educational institution firmly grounded in the teachings of Jesus. The university offers 22 bachelor's degree majors in traditional and accelerated learning formats, and a master's degree in missional leadership. Educational programs in areas such as business, computer science, education, mass communication, ministry, nursing and psychology prepare students for productive careers while emphasizing Christian values and integrity.

Located on a tranquil campus in one of America's safest communities, Rochester University also shines on athletic fields. With 20 men's and women's athletic teams, the university competes in the National Association of Intercollegiate Athletics and the Wolverine–Hoosier Athletic Conference. Throughout the university's history, several teams have won small-college national championships.

The university affirms its commitment to a holistic education that offers unique opportunities for faculty-student mentoring. The institution promotes an inclusive learning experience by welcoming students from all backgrounds, regions of the United States and foreign countries. Students, faculty and staff interact to create a healthy environment of mutual respect where every individual is heard, welcomed and respected.

Rochester University Legacy

In 1954, members of Churches of Christ formed a Board of Trustees to establish an educational institution in the North Central region of the United States. In the initial college catalog, the institution's leaders affirmed their dedication "to the task of leading students toward higher academic achievement." The founders also stated their belief "that the development of Christian ideals in the life of an individual is highly important." Leaders of Rochester University remain firmly committed to those ideals.

The college opened in 1959 as North Central Christian College and became Michigan Christian Junior College in 1961. The board dropped "Junior" from the institution's name in 1978 as the college prepared for the addition of its first bachelor's degree program. The name was changed from Michigan Christian College to Rochester College in 1997. That change signaled a broadening of the college's vision as a liberal arts Christian college. The institution became Rochester University in 2019.

The values-based and values-driven curriculum of the university provides a great educational experience in today's culture. Men and women educated at Rochester University embrace challenge, apply problem-solving skills, serve their communities and provide leadership for challenges yet to come.

Institutional Archive

Rochester University maintains an archive of institutional publications, photographs and artifacts. In addition to the actual collection housed on campus, an [online collection](#) includes selected items for public use and viewing. The

MISSION, VISION & VALUES

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RISE TOGETHER STRATEGIC PLAN 2019-23

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STUDENT ACTIVITIES AND ORGANIZATIONS

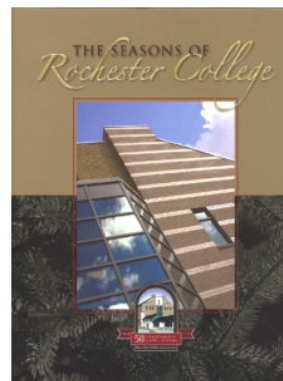
Institutional Archive

STUDENT PROFILE

Rochester University maintains an archive of institutional publications, photographs and artifacts. In addition to the actual collection housed on campus, an [online collection](#) includes selected items for public use and viewing. The online site features over 800 publications and photos dating back to the 1950s.

Anniversary History Book

During its 50th anniversary, the university published "The Seasons of Rochester College" to trace the institution's history from the founding of the board in 1957 through the 2008 celebration. The book is still available in printed form by contacting Larry Stewart at lstewart@rochesteru.edu. You may also view the book through the following links.



- [Opening](#)
- [1950s](#)
- [1960s](#)
- [1970s](#)
- [1980s](#)
- [1990s](#)
- [2000s](#)
- [Closing](#)

Milestones

Rochester University is built upon a firm foundation laid by hundreds of individuals over the past six decades. Certain events stand out as historical milestones in the university's progress.

Milestones ⌵



[✉ admissions@rochesteru.edu](mailto:admissions@rochesteru.edu)
 (248) 218-2000
 800 West Avon Road
 Rochester Hills, MI 48307



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NEWS

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Rochester University Unveils New Logos and Mission Statement

Rochester University unveils new logos and mission statement as they continue transition to Rochester University

Logo and mission statement were on display for public viewing at Rochester University's 48th annual Partnership Dinner



Rochester Hills, Mich., April 13, 2019 – Last fall, **Rochester University** announced they'll become **Rochester University**. As a next step in their name change transition, they unveiled new Rochester University logos and an enhanced mission statement for the first time at Rochester University's 48th annual Partnership Dinner, presented by Chief Financial Credit Union, on Saturday, April 13 at the Royal Park Hotel in downtown Rochester. The university logos and mission statement will be used to better reflect RUs purpose and who they have become as an institution.

New mission statement: Rochester University prepares students for professional and personal success as they serve in God's world.

"Our restated mission and new logo accurately reflect the achievements and strides we've made before and since the announced change to Rochester University," said Dr. Brian Stogner, president of Rochester University. "The Rochester University community, including our Board of Trustees, faculty and staff, was instrumental in finding the right words to convey our mission and throughout the entire creative process of establishing a new visual identity. We are thrilled to finally be able to share this milestone with everyone."

In the months since RU announced its name change they have: Expanded programs to include a Bachelor of Science in Information Systems – Programming; integrated new technology and upgraded campus infrastructure to improve learning and to support a growing campus community; begun preservation of the historic barn on campus, which will continue to be used to maintain the grounds of the college; and broke ground on the new, multi-use outdoor event space, overlooking Lake Norcentra, featuring a chapel. The barn restoration and outdoor event space are scheduled to be completed this May.



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Students will be recruited under the Rochester University identity beginning June 2019 and the university will celebrate its 60th anniversary in the fall of 2020. The Warrior's athletic logos will be unveiled later this summer. Rochester University's transition to Rochester University is scheduled to be complete in August of 2020.


The Partnership Dinner is an annual event that generates funding for student scholarships. This year's keynote speaker was Chris Spielman, an all-star linebacker who played for 11 years in the NFL for the Detroit Lions, Buffalo Bills and Cleveland Browns. He is currently an NFL analyst for FOX Sports and hosts a radio show, Spielman and Hooley Mornings in Columbus, Ohio. He is dedicated to supporting the Stefanie Spielman Fund for Breast Cancer Research and the Stefanie Spielman Patient Assistance Fund he and his late wife Stefanie started shortly after her first diagnosis of breast cancer. Since its inception, they've raised more than \$22 million.

For more information on Rochester University, the name change and its timeline, please visit: [RU2RU.com](#).



 admissions@rochesteru.edu

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[Consumer Information](#)

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Exhibit 8



Why Rize

How it Works

Resources

Student Experience

About

Member Login

Contact Us

MISSION

Provide a pathway to fulfilling employment for every student.

We help colleges and universities increase enrollment by partnering on a shared mission and creating value for students.



OUR STORY

Innovating from within.

In 2019, our co-founders moved to Adrian College to incubate Rize and work closely with President Jeffrey Docking.

With his decades of experience devising innovative solutions to the challenges higher education faces, President Docking was an influential co-founder

Innovating from within.

Case 6:23-cv-06551-EAW Document 1-8 Filed 06/16/23 Page 3 of 26
In 2019, our co-founders moved to Adrian College and published Rize as a non-profit. President Jeffrey Docking.

With his decades of experience devising innovative solutions to the challenges higher education faces, President Docking was an influential co-founder, advisor, and investor in creating what Rize is today.

We also innovated alongside the small independent colleges that are a part of the [Lower Cost Models Consortium](#). Countless administrators, faculty, and students of these colleges helped us design the ideal solution from the beginning.

LCMC institutions share our commitment to making higher education more affordable and ensuring positive student outcomes. They use Rize to unlock new programs and drive new enrollments - all without the immense cost and time typically required to start a new major.

In the news

NEW YORK TIMES

At the Edge of a Cliff, Some Colleges Are Teaming Up to Survive

Oct 6, 2022 • 10 min

EDSURGE

The Higher Education Model is Broken. Together We Can Fix It.

Mar 31, 2022 • 7 min read

ACCESSWIRE

Rize Education to Co-Publish Book to Fix the Broken Higher Education Model Using Collaborative Technology

Mar 24, 2022 • 5 min read

INTERNATIONAL BUSINESS TIMES

Rize Founders on Living at Adrian College

Jan 13, 2022 • 5 min read

BUSINESS JOURNALS

Sharing courses could help small private colleges survive

Sep 9, 2021 • 7 min read

FORBES

A Winning Formula: Collaboration, Curricular Expansion And Lower Costs

Jun 24, 2021 • 10 min read

Ready to get started?

Fill out the form below and someone from our Academic Partnerships team will

Ready to get started?

Fill out the form below and someone from our Academic Partnerships team will be in touch with you shortly.

First name*

Last name*

Email*

College name*

Role*

Submit



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Why Rize

How it Works

Resources

Student Experience

About

Member Login

Contact Us

How Rochester is Growing Enrollment with Rize

August 19, 2022



7

New Programs Approved

78

New Applications

32

New Enrollments



College Background

Rochester University is a four-year private institution in Michigan that offers associate, bachelor's, and

In 2019, Rochester University published a bold, 5-year [strategic plan](#) to sustain recent growth and establish firm financial sustainability for the long-term. Key strategic priorities include:

College Background

Rochester University is a four-year private institution in Michigan that offers associate, bachelor's, and master's degrees. Rochester enrolled about 1,200 students in their 24 undergraduate academic programs for the 2021-2022 academic year.

In 2019, Rochester University published a bold, 5-year [strategic plan](#) to sustain recent growth and establish firm financial sustainability for the long-term. Key strategic priorities include:

- Add key academic programs that align with regional labor market demand
- Grow enrollment by enhancing marketing and expanding the prospective student pool

Working with Rize and the LCMC, Rochester has made significant progress toward achieving these strategic priorities. In just 4 months, Rochester identified, developed and approved 7 high-growth academic programs with minimal upfront cost. Only one semester into marketing these programs, Rochester has already attracted a combined 78 applicants and 32 new deposits.

We spoke with Rochester's Provost, Dr. Remy Bruder, and VP of Admissions, Marketing, and Student Life, Scott Samuels, to go deeper on how Rochester is leveraging their partnership with Rize to "Rise Together. Stand Apart."

Strategic Priority #1 - Add Key Academic Programs

As provost, Dr. Bruder's number one priority is starting new academic programs. As a small college, however, adding a new program can be difficult given significant cost and risk. Before partnering with Rize, Rochester had 24 academic programs. This made it challenging to compete with larger regional colleges like Oakland and Eastern Michigan that market hundreds of programs. Scott said of the time, "We were losing market share because we weren't growing the academic programming that students are asking for today, and cost was the biggest barrier keeping us from doing that."

"We were losing market share because we weren't growing the academic programming that students are asking for today, and cost was the biggest barrier keeping us from doing that."

To assess which Rize programs would be most aligned to the southeastern Michigan labor market, Dr. Bruder leaned on Rochester's dedicated Academic Partner—Ella Wurth. Working with Ella, Dr. Bruder was able to quickly identify the right programs to fit Rochester's unique needs, "the materials that came from Ella's team were really helpful to understand market needs both regionally and across the nation."

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After working with faculty to finalize the program proposals, Rochester ultimately approved a variety of new majors, concentrations and certificates across 7 high-demand fields by integrating Rize courses into the Rochester catalog.

Certificate	Concentration	Minor	Major
Digital Marketing	Digital Marketing	Digital Marketing	Neuroscience
	Human Resource Management	Human Resource Management	
	Esports and Gaming Administration	Esports and Gaming Administration	
	Public Administration	Neuroscience	
	Certified Financial Planning		
	Healthcare Management		

Speaking with Dr. Bruder, she expressed her excitement in the new programs’ potential. Rochester students will benefit from the “career-oriented skills learned through Rize courses to complement and enhance their liberal arts degrees.”

Strategic Priority #2 - Enhance Marketing and Expand the Prospective Student Pool

After approving the programs through faculty governance, Rochester used Rize’s Enrollment Marketing Services team to promote their new programs. In addition to having access to a team of experts, Rize provided Rochester with pre-built content, including landing pages, flyers, and infographics to more quickly and effectively begin marketing the programs. Scott said of the content, “I got really excited when I saw the initial marketing assets from Rize.” The content from Rize even encouraged Rochester to rework the way they display and promote other offerings at the University. Just several months into the partnership, Scott and his team have created several innovative marketing campaigns that use the new programs as a springboard to attract students.

Once the programs were being promoted across mediums, Rochester saw **a combined 78 applicants** to their new LCMC programs within the first few months of marketing and **32 new deposits**. These results are extremely encouraging to Dr. Bruder and Scott, who are confident in the long term enrollment value the courses will create. Scott says, “I am anticipating that once we have a year under our belts of promoting these courses, we will start to see even further increases in student interest, but I am really happy with what we have generated so far.”

saw a combined 78 applicants to their new LCMC programs within a few weeks. The marketing and deposit rates are extremely encouraging to Dr. Bruder and Scott, who are confident in the long term enrollment value the courses will create. Scott says, "I am anticipating that once we have a year under our belts of promoting these courses, we will start to see even further increases in student interest, but I am really happy with what we have generated so far."

With a small student body and ambitions to grow academic offerings significantly, the partnership with Rize and the LCMC was the right fit for Rochester University. If you're interested in learning more about Rochester's story, Scott and Dr. Bruder invite you to reach out to them through Ella Wurth at ewurth@rize.education.

WRITTEN BY

Rize Education

Ready to drive enrollment and student success at your college?

Fill out the form below and our Academic Partnerships team will be in touch with you shortly.

First name *

Last name *

Email *

College name *

Role *

Submit

Ready to drive enrollment and student success at your college?

Fill out the form below and our Academic Partnerships team will be in touch with you shortly.

First name *

Last name *

Email *

College name *

Role *

Submit



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A new way forward.

Our institutions cooperate to establish new, enrollment-driving majors and minors that are far more affordable for us and our students. We do this by partnering with [Rize Education](#) to deliver premium, online courses, taught by our member institutions, and built exclusively for schools that value the small college experience.

Distinctive academic programs give our members a competitive edge, and their students a top-quality education designed to help them succeed.

HOW IT WORKS →

Add high-demand programs to your catalog.

From digital marketing to game development, LCMC member schools partner with Rize Education to offer majors and certificates built to get students ready for careers in the fastest-growing fields.

[EXPLORE PROGRAMS](#) →

Our goal: reduce tuition at our member institutions by 30% over the next ten years.

135

Colleges and universities in the consortium—and counting.

20+

Full degree programs, built by academics, experts, and industry leaders.

340+

New academic programs started by LCMC members.



We provide access to cutting-edge programs.

Made in Webflow

We provide access to cutting-edge programs. You create the best small-college experience.



Faculty-Governed and Led

Faculty governance is the cornerstone of small private college education. All collaborative majors therefore pass through your faculty governance process.



Institutional Autonomy

The consortium gives access to the programs in partnership with Rize, and each school decides whether and how to participate on their own terms.



Small Class Sizes

These programs are designed for the low student-to-faculty ratio and personalized attention that small colleges are built on.



Liberal Arts

We believe liberal arts are an ideal core for any field of study. We strongly value the critical thinking skills and cultural awareness students gain from a liberal arts foundation.



4-Year On-Campus Instruction

Collaborative majors enhance the on-campus college experience central to student development.



No Compromise on Quality

Our vision is to improve outcomes and reduce tuition through the establishment of new collaborative majors—designed by leading experts, taught by instructors at LCMC institutions.

The Traditional College Experience. *Enhanced.*

Learn more about the innovative collaborative majors offered in partnership with Rize Education.



Computer Science

Technology for the future.



Cybersecurity

Stay ahead of evolving cyber threats.

Computer Science

Technology for the future.

[Learn More](#)

Cybersecurity

Stay ahead of evolving cyber threats.

[Learn More](#)

Supply Chain Management

Move goods around the world.

[Learn More](#)

Digital Marketing

Build the brands people love.

[Learn More](#)

Professional Sales

Close the deal.

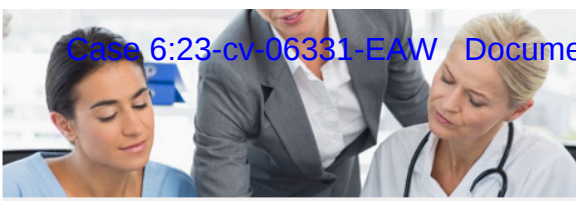
[Learn More](#)

Data Analytics

Find the meaning in the math.

[Learn More](#)





Healthcare Administration

Lead healthcare systems

[Learn More](#)



Neuroscience

Investigate the mind.

[Learn More](#)



Project Management

Bring ideas to life.

[Learn More](#)



Certified Financial Planning

Help shape financial futures.

[Learn More](#)



Engineering

Power our world.

[Learn More](#)



Human Resources

Good people power good businesses.

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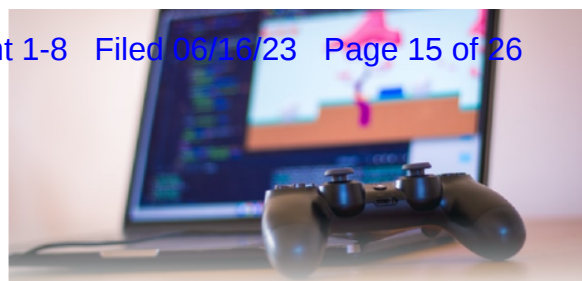




Public Health

Protect and plan for your community.

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Game Development

Build games that bring joy to people's lives.

[Learn More](#)



Esports & Gaming Administration

Break into the games industry.

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Public Relations

Get people talking.

[Learn More](#)



Information Technology

Get rewarded for solving technological problems.

[Learn More](#)



Web Design

Make the internet beautiful and functional.

[Learn More](#)





Information Technology

Get rewarded for solving technological problems.

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Web Design

Make the internet beautiful and functional.

[Learn More](#)



Actuarial Science

Model risks and inform strategic decisions.

[Learn More](#)



Public Administration

Serve your community, your country and beyond.

[Learn More](#)

The consortium model, reinvented for the 21st century.

Using high educational standards, the LCMC institutions seek to embrace technology and its potential to reshape higher education for the better now, and in the future.

[LEARN HOW IT WORKS →](#)



About LCMC

The Lower Cost Models Consortium is a coalition of private colleges and universities committed to making higher education more accessible for all students and sustainable for the long-term.

Website designed and created by [byDesign](#).

Institutions

Meet the institutions committed to making excellence in higher education accessible to all.

135

Colleges and universities in the consortium—and counting.

250k

Students at LCMC member institutions.

14,000

Combined years of institutional excellence.

Interested in becoming a member?

Contact us for more information about joining the Consortium.

[CONTACT US →](#)

Building toward a more sustainable future for higher education

Building toward a more sustainable future for higher education.

Adrian College
1859



Albertus Magnus College
1925



Alvernia University
1958



Anderson University
1911



Andrew College
1854



Anna Maria College
1946



Arizona Christian University
1960



Augsburg University
1869



Averett University
1859



Bay Path University
1897



Belhaven University
1883

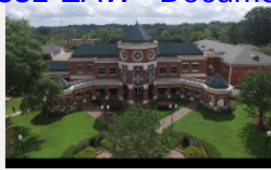


Benjamin Franklin Institute of Technology
1908



Belhaven University

1883



Benjamin Franklin Institute of Technology

1908



Bethany Lutheran College

1927



Blue Mountain College

1873



Bluffton University

1899



Bridgewater College

1880



Calumet College of St. Joseph

1951



Capitol Technology University

1927



Carlow University

1929



Carroll College

1909



Cedar Crest College

1867



Centenary College of Louisiana

1825



Centenary University

1867



Central Christian College of the Bible

1957



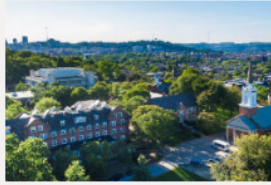
**Central
University**
1867



**Central Christian
College of the
Bible**
1957



**Chatham
University**
1869



Claflin University
1869



Clarke University
1843



Coker University
1908



**College of
Mount Saint
Vincent**
1847



**Concordia Saint
Paul**
1893



**Concordia
University,
Nebraska**
1894



**Culver-Stockton
College**
1853



**Dallas Christian
College**
1950



**Davis & Elkins
College**
1904



Dean College
1865



Defiance College
1850



Dean College
1865



Defiance College
1850



Dillard University
1869



Dominican University New York
1952



Dominican University of California
1890



Drury University
1873



Eastern Nazarene College
1900



Elmhurst University
1871



Emmaus Bible College
1941



Erskine College
1839



Fisher College
1903



Fontbonne University
1923



Georgian Court University
1908



Goldey-Beacom College
1886



University

1908



College

1886



Gordon College

1889



Grace College

1948



Graceland University

1895



Grand View University

1896



Greensboro College

1838



Heidelberg University

1850



Hilbert College

1957



Hiram College

1850



Holy Family University

1954



Huntington University

1897



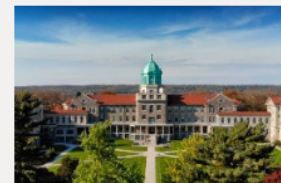
Illinois Wesleyan University

1850

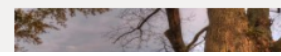


Immaculata University

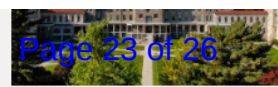
1920



Keystone



Made in Webflow



Keuka College

1890



Keystone College

1868



Lasell University

1851



Lenoir-Rhyne University

1891



Lesley University

1909



Lourdes University

1958



Lyon College

1872



Madonna University

1937



Mary Baldwin University

1842



Marymount University

1950



McMurry University

1923

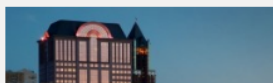


Mid-Atlantic Christian University

1948



Milwaukee School of



Misericordia University



Milwaukee School of Engineering
1903



Misericordia University
1924



Montserrat College of Art
1970



Mount Aloysius College
1853



Mount Mercy University
1928



Mount Saint Mary's University, Los Angeles
1925



Mount Vernon Nazarene University
1968



Multnomah University
1936



Muskingum University
1837



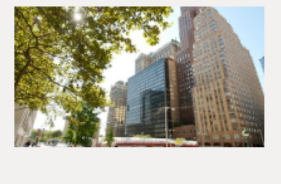
Nebraska Wesleyan University
1887



Newberry College
1856



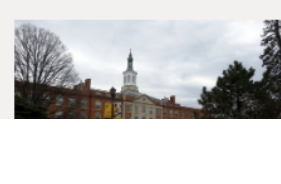
Nyack College
1882



Oakland City University
1885



Ohio Dominican University
1911



Oakland City University
1885



Ohio Dominican University
1911



Olivet College
1844



Paul Smith's College
1946



Peirce College
1865



Piedmont University
1897



Pillar College
1908



Regis College
1927



Reinhardt University
1883



Roanoke College
1842



Rochester University
1959



Saint Elizabeth University
1899



Saint Mary-of-the-Woods
1840



Saint Michael's College
1904



Reinhardt University
1883



Roanoke College
1842



Rochester University
1959



Saint Elizabeth University
1899



Saint Mary-of-the-Woods
1840



Saint Michael's College
1904



Saint Xavier University
1846



Schreiner University
1923



NEXT >



About LCMC

The Lower Cost Models Consortium is a coalition of private colleges and universities committed to making higher education more accessible for all students and sustainable for the long-term.

Website designed and created by byDesign.

Exhibit 9

ADMISSIONS

OVERVIEW

VIRTUAL TOUR

ADMISSIONS OFFICE

REQUIREMENTS

UNDERGRADUATE TUITION

NET PRICE CALCULATOR

FINANCIAL AID

SCHOLARSHIP OPPORTUNITIES

INTERNATIONAL STUDENTS

RE-ENROLLING STUDENTS

TRANSFER STUDENT

TRANSFER EQUIVALENCIES

Transfer Student

Transfer Course Policy Amendment

In response to the disruption caused by COVID-19 for prospective transfer students, Rochester University has amended our policy for accepting transfer course credits. Transferable courses taken during the Winter/Spring/Fall 2020 term at another institution will transfer to RU with a D- grade or higher or marked as Pass, Credit, Satisfactory or other similar non-GPA bearing grade marking. Minimum grades for program eligibility must still be met.

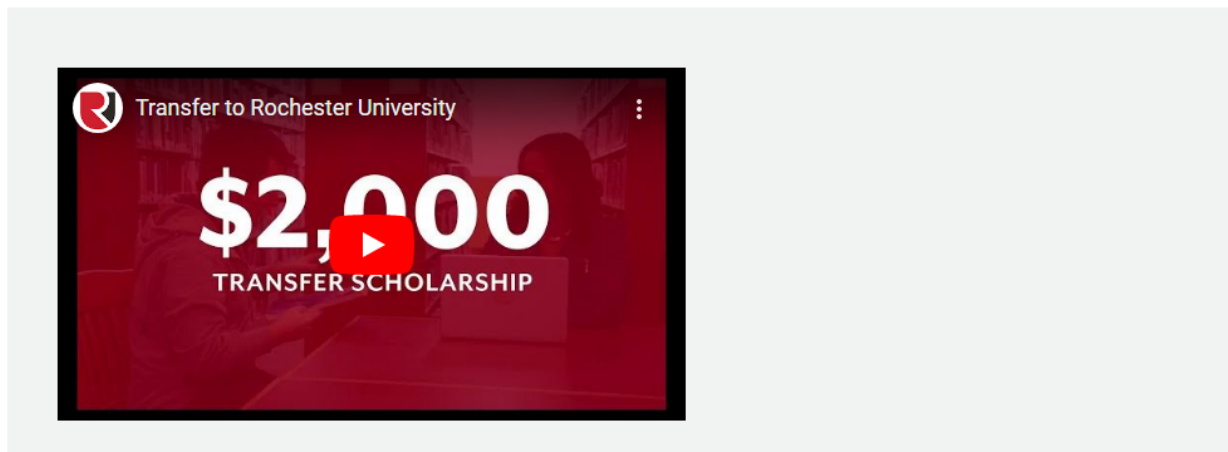
\$2,000 Transfer Scholarship

Students that transfer in 16 or more college credit hours, under the Transfer Student Guidelines, and a 2.25 GPA minimum are eligible for a \$2,000 Transfer Scholarship. This scholarship is able to be stacked with other Transfer Academic Awards and is only eligible for students pursuing a traditional undergraduate degree.

RaiseMe

Students can earn up to \$ 28,000 in scholarships on [RaiseMe](#) to attend Rochester University!

We partnered with [RaiseMe](#) to offer micro-scholarships that recognize your academic, extracurricular, and community service achievements while a high school or college student. High School students can earn up to \$7,000 per academic year and college students interested in transferring can earn up to \$2,000 per year toward scholarships at Rochester University. The amount you earn on [RaiseMe](#) represents your guaranteed minimum amount of institutional grants and scholarships to attend RU. You may receive even more in your scholarship or financial aid package once we review your completed application for admission. Click [here](#) to learn more.



How do I qualify for admission?

Rochester University is interested in students who desire to excel academically, grow spiritually, develop socially, and contribute to a positive campus atmosphere. Admission to Rochester University for students wishing to transfer 16 or more college credit hours to RU is subject to the Transfer Student guidelines.

What items must be submitted for admissions consideration?

- Completed Application for Admission
- College Transcript(s)

When can I know about an admission decision on my application?

You should expect to receive notification of an acceptance decision within two weeks of all required information being received in the admissions office.

Where do I apply?

Apply online [here](#).

Admission Requirements

2.25 CGPA

Course Transfer Criteria

- Obtained by an accredited institution
- 100-level or higher*
- Achieved a C- or higher for the course
- Transfer students may transfer up to 45 credit hours toward the Associate Degree or 90 hours toward

- 100-level or higher*
- Achieved a C- or higher for the course
- Transfer students may transfer up to 45 credit hours toward the Associate Degree or 90 hours toward the Bachelor's degree. For any degree, at least 50% of a student's major and minor must be earned at Rochester University. Transfer credit is not applied toward the calculation of students' Rochester University GPA. Rochester University grants credit for courses completed at regionally accredited postsecondary institutions when course grades are C- (1.7 on a four-point scale) or higher. Applicants should note that standards within individual majors may be higher. Composition A and B are exceptions; to transfer either of these classes, a minimum grade of C is required. Students cannot receive transfer credit for developmental or remedial coursework taken at other institutions.
- For any degree, at least 50% of a student's major and minor core must be earned at Rochester University.

Transfer Credit

MICHIGAN TRANSFER CREDIT EQUIVALENCY

Find out how coursework completed at Michigan colleges and universities transfer to RU. [Search our transfer equivalencies »](#)

OUT OF STATE TRANSFER CREDIT EQUIVALENCY

Find out how your existing coursework completed at out-of-state colleges and universities transfer to RU. [Search our transfer equivalencies »](#)

To Apply, Submit the Following:

- [Traditional Student Application](#)
- Official College Transcript(s)
- Official ACT or SAT Scores (if transferring less than 15 college credits)

What is the Michigan Transfer Agreement (MTA) and how does it work?

[Michigan Transfer Agreement](#) History: In 2012, the Michigan legislature included language in the community college appropriations bill that focused on improving the transferability of core college courses by revising the current Michigan Association of Collegiate Registrars & Admissions Officers (MACRAO) agreement and renaming it the Michigan Transfer Agreement – www.mitransfer.org.

In order to fulfill the Michigan Transfer Agreement (MTA), students must successfully complete at least 30 credits, with at least a 2.0-grade point average in each course.

These credits can be certified by a Michigan community college or Rochester University, provided the student has completed credit at the institution. The credits should be met according to the following distributions:

- 1 course in English Composition
- A second course in English Composition or 1 course in Communications

These credits can be certified by a Michigan community college or Rochester University, provided the student has completed credit at the institution. The credits should be met according to the following distributions:

- 1 course in English Composition
- A second course in English Composition or 1 course in Communications
- 1 course in Mathematics from one of three pathways: College Algebra, Statistics or Quantitative Reasoning
- 2 courses in Social Sciences (from two disciplines)
- 2 courses in Humanities and Fine Arts (from two disciplines excluding studio and performance classes)
- 2 courses in Natural Sciences including one with laboratory experience (from two disciplines)

In keeping with the Christian liberal arts philosophy of Rochester University, students will be required to complete coursework in the following areas in addition to the MTA:

- 9 hours of Theological Literacy core; 6 hours if transferring more than 29 hours.
- ENG 1123 Composition B

Transfer students should verify MTA requirements and course selection with their community college adviser.

The MTA applies only to general education requirements and does not exempt students from meeting requirements of their specific program, major or other graduation requirements at RU. Students should check the college's academic catalog to determine if any courses required for their major can be used to satisfy MTA.




Submit Credits You've Earned for Review

Want to know how your credits will transfer and how the credits you have already earned will help you achieve your degree at RU? Complete the form below and submit your unofficial transcript to receive an unofficial evaluation of your credits, course advising, and a clear pathway to finishing your degree at RU.

Credits will be evaluated to determine whether they will come in as general education/core classes or elective credit.

While your transfer GPA is used for admission and scholarship purposes, it will not transfer towards your RU GPA.



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Exhibit 10

ADMISSIONS

To see if your previous out-of-state course credits can transfer for course credit at Rochester University, please fill in the requested information, or check the course list below. To find out how coursework completed at Michigan colleges and universities transfer to RU, please visit the [Michigan Transfer Network](#)

School Name

State University of New York - Broome (16)

Subject

Course Department

Course

Course Number

Communication Literacy	XCOM 2999 (LD) XCOM 3999 (UD)
Critical Thinking/Mathematical Competency	XMTH 2999 (LD) XMTH 3999 (UD)
Elective Credit	XELEC 2999 (LD) XELEC 3999 (UD)
Fine Arts Appreciation	XAPP 2999 (LD) XAPP 3999 (UD)
Foreign Language	XLNG 2999 (LD) XLNG 3999 (LD)
Global Studies and Diversity	XDIV 2999 (LD) XDIV 3999 (UD)
Lab Science	XLAB 2999 (LD) XLAB 3999 (UD)
Literature	XLIT 2999 (LD) XLIT 3999 (UD)
Social and Behavioral Science	XSOC 2999 (LD) XSOC 3999 (UD)
Theatre	XTHE 2999 (LD) XTHE 3999 (UD)
Theological Literacy	XTHL 2999 (LD) XTHL 3999 (UD)
Western Studies	XHIS 2999 (LD) XHIS 3999 (UD) XWS 2999 (LD) XWS 3999 (UD)

Transfer College: State University of New York - Broome ✕

College	Department	Course	Title	RU Department	RU Course
State University of New York - Broome	BUS	111	Financial Accounting	ACC	2113
State University of New York - Broome	BUS	112	Quantitative Business Methods	XELEC	2999
State University of New York - Broome	BUS	118	Business Law I	BUS	3303
State University of New York - Broome	BUS	120	Business Law II	XELEC	2999
State University of New York - Broome	BUS	141	Marketing	MKT	2503
State University of New York - Broome	BUS	210	Managerial Accounting	ACC	2123

- broome

State University of New York - Broome	BUS	112	Quantitative Business Methods	XELEC	2999
State University of New York - Broome	BUS	118	Business Law I	BUS	3303
State University of New York - Broome	BUS	120	Business Law II	XELEC	2999
State University of New York - Broome	BUS	141	Marketing	MKT	2503
State University of New York - Broome	BUS	210	Managerial Accounting	ACC	2123
State University of New York - Broome	BUS	244	Employment Law	XELEC	2999
State University of New York - Broome	BUS	246	Principles of Management	MGT	2603
State University of New York - Broome	BUS	248	Human Resource Management	HRM	3613
State University of New York - Broome	ENG	110	College Writing I	ENG	1113
State University of New York - Broome	LIT	200	Introduction to Literature	XLIT	2999
State University of New York - Broome	MAT	113	Mathematical Explorations I	XMTH	2999
State University of New York - Broome	PED	118	Solutions in Fitness and Wellness	PED	1011
State University of New York - Broome	PHI	102	General Philosophy	PHI	2933
State University of New York - Broome	PHS	116	Global Warming: Energy and the Environment	XLAB	2999
State University of New York - Broome	PSY	110	General Psychology	PSY	2013



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School Name

Bronx Community College (7)

Subject

Course Department

Course

Course Number

Communication Literacy	XCOM 2999 (LD) XCOM 3999 (UD)
Critical Thinking/Mathematical Competency	XMTH 2999 (LD) XMTH 3999 (UD)
Elective Credit	XELEC 2999 (LD) XELEC 3999 (UD)
Fine Arts Appreciation	XAPP 2999 (LD) XAPP 3999 (UD)
Foreign Language	XLNG 2999 (LD) XLNG 3999 (LD)
Global Studies and Diversity	XDIV 2999 (LD) XDIV 3999 (UD)
Lab Science	XLAB 2999 (LD) XLAB 3999 (UD)
Literature	XLIT 2999 (LD) XLIT 3999 (UD)
Social and Behavioral Science	XSOC 2999 (LD) XSOC 3999 (UD)
Theatre	XTHE 2999 (LD) XTHE 3999 (UD)
Theological Literacy	XTHL 2999 (LD) XTHL 3999 (UD)
Western Studies	XHIS 2999 (LD) XHIS 3999 (UD) XWS 2999 (LD) XWS 3999 (UD)

Transfer College: Bronx Community College x

College	Department	Course	Title	RU Department	RU Course
Bronx Community College	BIO	23	Anatomy and Physiology I	BIO	2114
Bronx Community College	COMM	11	Fund Communication	COM	1013
Bronx Community College	CPR	10	CPR	XELEC	2999
Bronx Community College	HIS	10	The Modern World	HIS	1323
Bronx Community College	PEA	15	Jogging and Weights	XELEC	2999
Bronx Community College	PHY	111	College Physics I	PHS	2014
Bronx Community College	PSY	11	Intro to Psychology	PSY	2013

To see if your previous out-of-state course credits can transfer for course credit at Rochester University, please fill in the requested information, or check the course list below. To find out how coursework completed at Michigan colleges and universities transfer to RU, please visit the [Michigan Transfer Network](#)

School Name

Subject

Course

Communication Literacy	XCOM 2999 (LD) XCOM 3999 (UD)
Critical Thinking/Mathematical Competency	XMTH 2999 (LD) XMTH 3999 (UD)
Elective Credit	XELEC 2999 (LD) XELEC 3999 (UD)
Fine Arts Appreciation	XAPP 2999 (LD) XAPP 3999 (UD)
Foreign Language	XLNG 2999 (LD) XLNG 3999 (LD)
Global Studies and Diversity	XDIV 2999 (LD) XDIV 3999 (UD)
Lab Science	XLAB 2999 (LD) XLAB 3999 (UD)
Literature	XLIT 2999 (LD) XLIT 3999 (UD)
Social and Behavioral Science	XSOC 2999 (LD) XSOC 3999 (UD)
Theatre	XTHE 2999 (LD) XTHE 3999 (UD)
Theological Literacy	XTHL 2999 (LD) XTHL 3999 (UD)
Western Studies	XHIS 2999 (LD) XHIS 3999 (UD) XWS 2999 (LD) XWS 3999 (UD)

Transfer College: Bronx Community College x

College	Department	Course	Title	RU Department	RU Course
Bronx Community College	BIO	23	Anatomy and Physiology I	BIO	2114
Bronx Community College	COMM	11	Fund Communication	COM	1013
Bronx Community College	CPR	10	CPR	XELEC	2999
Bronx Community College	HIS	10	The Modern World	HIS	1323
Bronx Community College	PEA	15	Jogging and Weights	XELEC	2999
Bronx Community College	PHY	111	College Physics I	PHS	2014
Bronx Community College	PSY	11	Intro to Psychology	PSY	2013



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School Name

The College of New Rochelle (9)

Subject

Course Department

Course

Course Number

Communication Literacy	XCOM 2999 (LD) XCOM 3999 (UD)
Critical Thinking/Mathematical Competency	XMTH 2999 (LD) XMTH 3999 (UD)
Elective Credit	XELEC 2999 (LD) XELEC 3999 (UD)
Fine Arts Appreciation	XAPP 2999 (LD) XAPP 3999 (UD)
Foreign Language	XLNG 2999 (LD) XLNG 3999 (LD)
Global Studies and Diversity	XDIV 2999 (LD) XDIV 3999 (UD)
Lab Science	XLAB 2999 (LD) XLAB 3999 (UD)
Literature	XLIT 2999 (LD) XLIT 3999 (UD)
Social and Behavioral Science	XSOC 2999 (LD) XSOC 3999 (UD)
Theatre	XTHE 2999 (LD) XTHE 3999 (UD)
Theological Literacy	XTHL 2999 (LD) XTHL 3999 (UD)
Western Studies	XHIS 2999 (LD) XHIS 3999 (UD) XWS 2999 (LD) XWS 3999 (UD)

Transfer College: The College of New Rochelle x

College	Department	Course	Title	RU Department	RU Course
The College of New Rochelle	BIO	123/123L	General Biology I/Lab	BIO	1014
The College of New Rochelle	BIO	190	Biology Colloquium I	XELEC	2999
The College of New Rochelle	BUS	100	Our Bus & Eco Environment	XELEC	2999
The College of New Rochelle	ENG	114	Survey of English Lit II	ENG	3323
The College of New Rochelle	INS	110	First Year Experience	XELEC	2999
The College of New Rochelle	REL	123	Religious Element in Life	XELEC	2999
The College of New Rochelle	SPA	101	Elementary Spanish I	SPA	1214
The College of New Rochelle	WRT	100	Intro to Freshman Writing	ENG	1113
The College of New Rochelle	WRT	101	Writer's Workshop	XELEC	2999

for course credit at Rochester University, please fill in the requested information, or check the course list below. To find out how coursework completed at Michigan colleges and universities transfer to RU, please visit the [Michigan Transfer Network](#)

School Name

Subject

Course

Critical Thinking/Mathematical Competency	XM1H 2999 (LD) XMTH 3999 (UD)
Elective Credit	XELEC 2999 (LD) XELEC 3999 (UD)
Fine Arts Appreciation	XAPP 2999 (LD) XAPP 3999 (UD)
Foreign Language	XLNG 2999 (LD) XLNG 3999 (LD)
Global Studies and Diversity	XDIV 2999 (LD) XDIV 3999 (UD)
Lab Science	XLAB 2999 (LD) XLAB 3999 (UD)
Literature	XLIT 2999 (LD) XLIT 3999 (UD)
Social and Behavioral Science	XSOC 2999 (LD) XSOC 3999 (UD)
Theatre	XTHE 2999 (LD) XTHE 3999 (UD)
Theological Literacy	XTHL 2999 (LD) XTHL 3999 (UD)
Western Studies	XHIS 2999 (LD) XHIS 3999 (UD) XWS 2999 (LD) XWS 3999 (UD)

Transfer College: The College of New Rochelle ×

College	Department	Course	Title	RU Department	RU Course
The College of New Rochelle	BIO	123/123L	General Biology I/Lab	BIO	1014
The College of New Rochelle	BIO	190	Biology Colloquium I	XELEC	2999
The College of New Rochelle	BUS	100	Our Bus & Eco Environment	XELEC	2999
The College of New Rochelle	ENG	114	Survey of English Lit II	ENG	3323
The College of New Rochelle	INS	110	First Year Experience	XELEC	2999
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The College of New Rochelle	SPA	101	Elementary Spanish I	SPA	1214
The College of New Rochelle	WRT	100	Intro to Freshman Writing	ENG	1113
The College of New Rochelle	WRT	101	Writer's Workshop	XELEC	2999



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Exhibit 11



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WHOIS search results

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Domain Name: ROCHESTERU.EDU

Registrant:

Rochester College
 800 West Avon Road
 Rochester Hills, MI 48307
 USA

Administrative Contact:

Eric Campbell
 Rochester College
 800 West Avon Road
 Rochester Hills, MI 48307
 USA

+1.2482182080

ecampbell@rc.edu

Technical Contact:

Eric Campbell
 Rochester College
 800 West Avon Road
 Rochester Hills, MI 48307
 USA

+1.2482182080

ecampbell@rc.edu

Name Servers:

DNS3.EASYDNS.ORG

DNS1.EASYDNS.COM

DNS2.EASYDNS.NET

Domain record activated: 22-Aug-2019

Domain record last updated: 27-Apr-2023

Domain expires: 31-Jul-2023

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USA
+1.2482182080
ecampbell@rc.edu
Name Servers:
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DNS1.EASYDNS.COM
DNS2.EASYDNS.NET
Domain record activated: 22-Aug-2019
Domain record last updated: 27-Apr-2023
Domain expires: 31-Jul-2023

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Domain Name: ROCHESTER.EDU
 Registrant:
 University of Rochester
 University IT/CTS
 44 Celebration Drive, Suite 3.100
 Rochester, NY 14620-2664
 USA
 Administrative Contact:
 Domain Admin
 University of Rochester
 University IT/NC
 44 Celebration Drive, Suite 3.100
 Rochester, NY 14627-8937
 USA
 +1.5852752000
 ur-domain-mgmt@lists.rochester.edu
 Technical Contact:
 University of Rochester
 University IT/NC
 44 Celebration Drive, Suite 3.100
 Rochester, NY 14627-8937
 USA
 +1.5852752000
 ur-tech-contact@rochester.edu
 Name Servers:
 DNS.CS.WISC.EDU
 NS-EXTERNAL1.ROCHESTER.EDU
 NS-EXTERNAL2.ROCHESTER.EDU
 Domain record activated: 10-Oct-1986
 Domain record last updated: 08-Jun-2021
 Domain expires: 31-Jul-2024

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