

News Release
For Release: April 9, 2019
Contact: Matthew Bennett
Email: mattb@naspa.org
Phone: 202-719-1186



NASPA announces the issuance of a federally registered trademark for Culture of Respect®

Washington, DC – NASPA – Student Affairs Administrators in Higher Education announces that the US Patent and Trademark Office issued US Trademark No. 5,638,012 for Culture of Respect. Culture of Respect is a NASPA initiative whose mission is to build the capacity of educational institutions to end sexual violence through ongoing, expansive organizational change.

[Culture of Respect](#) was founded in 2013 by the parents of college-aged students who were alarmed by the high rate of sexual assault on campuses and the lack of comprehensive resources for survivors, students, administrators, and parents. They convened a team of public health and violence prevention researchers and experts in advocacy, student affairs, higher education policy, and law to develop the first editions of the CORE Blueprint, CORE Evaluation, and CultureofRespect.org.

In 2016, Culture of Respect became part of NASPA and is housed within NASPA's Health, Safety, and Well-being Initiatives, which supports student affairs administrators working towards creating well campus environments.

[NASPA](#) is the leading association for the advancement, health, and sustainability of the student affairs profession. Our work provides high-quality professional development, advocacy, and research for 15,000 members in all 50 states, 25 countries, and 8 U.S. territories.