

# Creative? Bold? Determined?

*By Duane Cobb*

Martha Saunders and Mona Amodeo's idgroup created a "theme" for Southern Miss – **Creative. Bold. Determined.** While the theme is, without question, **Pretentious**, it is also **Meaningless**.

One only has to go back a week or so to the recent revelation that the [Southern Miss Golden Eagle logo](#) is too similar to the University of Iowa's Hawk Emblem. For anyone with an interest in sports, it is pretty obvious that the two birds bear such a resemblance, it is difficult to believe that Southern Miss actually tried to persuade the United States Patent and Trademark Office that there was a meaningful difference.

Even helmets for the football team are "[similar to a type that Oregon has worn in the past](#)."

However, for those of us who have watched Southern Miss' penchant for copying other's work, it hardly comes as a surprise.

Nor does Southern Miss' effort to pass off the work of the University of Iowa as a creative work worthy of legal protection come as any surprise. In 2005, Charles Jordan, professor in the School of Accountancy, wrote Central Missouri State University's College of Business asking for permission *ex post* to use the CMSU AACSB definitions "[without proper citation](#)."

At approximately the same time, [the CoB's Academic Integrity Policy](#) was copied, almost word for word, from the Whitman School of Management, Syracuse University. In fact, it came to light that the CoB's own plagiarism policy appears to have been copied.

Martha and Mona, take heart. It's much easier to copy someone else's work. While I can't say holding others' work out as your own, is evidence of creativity, it may be evidence of being Bold and Determined. I have to admit it is pretty Bold to pass some else's work product off as your own. It's pretty Determined to continue to use copied material after you get caught.

By the way, what does Creative mean? According to the Merriam Webster Online Dictionary, creative means "original" or "not imitated".