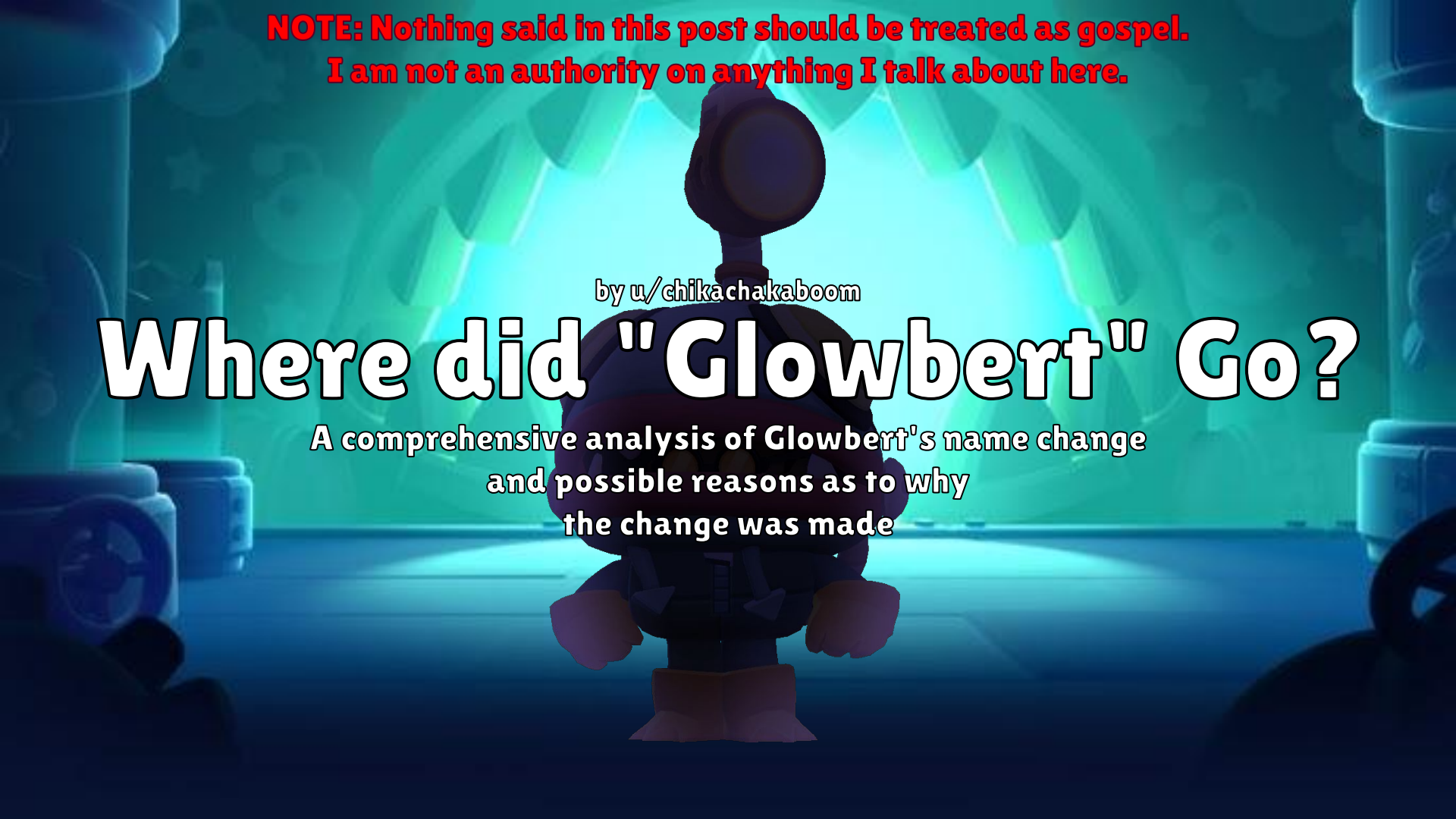
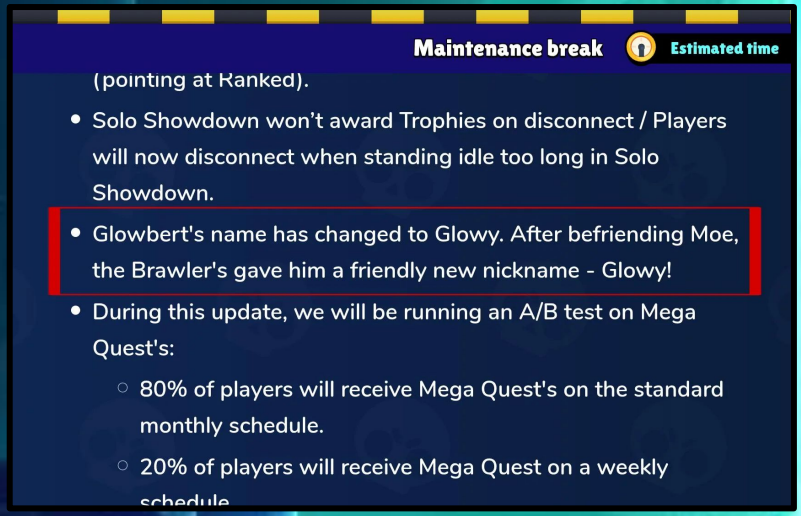

NOTE: Nothing said in this post should be treated as gospel.
I am not an authority on anything I talk about here.
by u/chikachakaboom
Where did "Glowbert" Go?
A comprehensive analysis of Glowbert's name change
and possible reasons as to why
the change was made

So... it's "Glowy" now, huh?



On the 25th of February this year, during Brawl Stars' update maintenance, hidden within a stack of various patch notes, it was discovered that Glowbert's name was going to be officially changed to Glowy. It took the community by surprise and was met with almost universal disdain. The change was justified with an in-lore development between Glowbert and Moe; when the two became friends, Moe decided to give his newfound buddy "a friendly new nickname". Does that sound like a load of horseshit? Absolutely. Brawl Stars players may not be able to read, but they are not stupid. Something shady is afoot.

In standard Brawl Stars player fashion, people started coming out of woodwork to develop theories and make their case on exactly *why* Glowbert's name was so suddenly changed. Nobody was buying the half-cooked "lore" that the change was accompanied with. All kinds of speculations were thrown out there: from the believable (copyright infringement), to the dubious (an attempt to replicate the #MMTA hype), to crackpot theories likely made while on substances (anti-nerd discrimination). The issue was exacerbated by the dev team's lack of transparency on the matter. Like a group of kindergarteners left to their own devices, the Brawl Stars player-base was set on finding out the truth... Or at least try to, while their attention spans last.

I love Glowbert. I think he is a really fun character, both lore and game wise, so the name change really bummed me out. It felt like a part of his personality was stripped away. Because I've got fuckall to do this week, I decided to dig into this matter and find out what REALLY prompted the devs to change our beloved Bert's name.

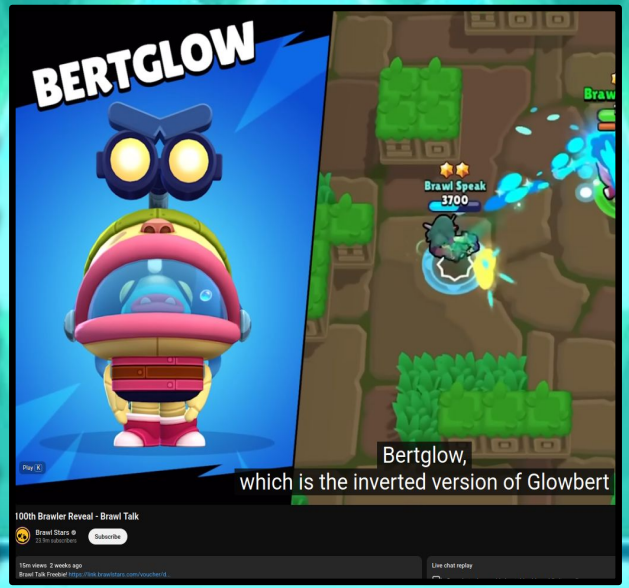
Glowbert, aka Glowy, apparently

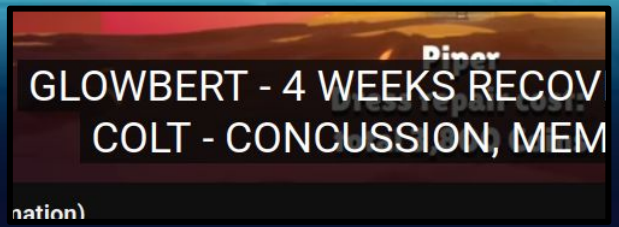
TL;DR: on February 25th, Glowbert's name was changed to Glowy. Nobody liked the new name. There is no official reason for why the change was made.

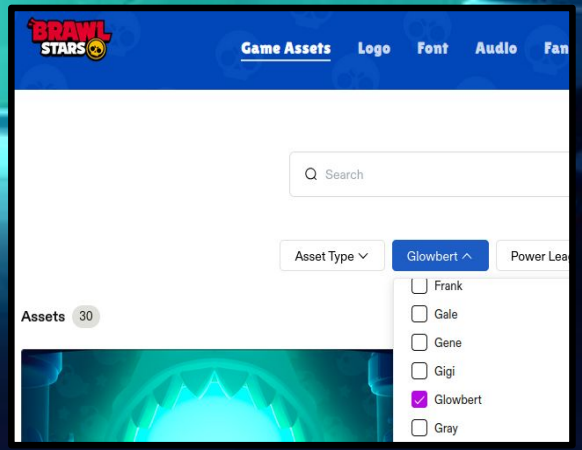
What the facts are

- Glowbert's name has changed to Glowy. After befriending Moe, the Brawler's gave him a friendly new nickname - Glowy!

1. Glowbert's name was changed to "Glowy" on February 25th during the maintenance between updates.
2. The change was sudden and likely made in the timeframe between the Brawl Talk release and the beginning of maintenance.
3. Changing Glowbert's name everywhere was rushed, revised poorly, and is still not completely done yet. As of March 11th...
   a. Glowbert's hypercharge spray still says his original name.
   b. Glowbert's debut animation still says his name (in captions).
   c. Glowbert's fankit page is still under his original name.
4. Disregarding the lore accompanied by the change, no official reason has been stated for why Glowbert's name was altered.





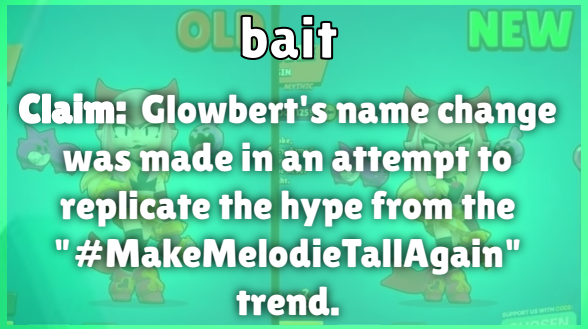


Theories covered in this post

Copyright infringement

Claim: Glowbert's name was changed to Glowy due to his original name infringing copyright of a pre-existing character.

Change as engagement bait



Claim: Glowbert's name change was made in an attempt to replicate the hype from the "#MakeMelodieTallAgain" trend.

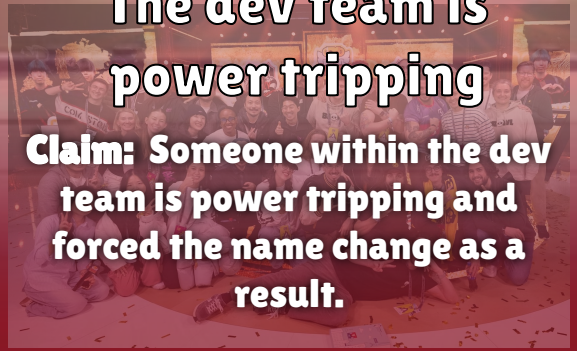
April Fools buildup

Claim: Glowbert's name change is a part of an elaborate April Fools' prank and will be reversed once the holiday passes.

The lore reason IS the real reason

Claim: The lore-adjacent reason given in the patch notes alongside Glowbert's name change is, in fact, the real reason behind it.

The dev team is power tripping



Claim: Someone within the dev team is power tripping and forced the name change as a result.

"Glowbert" means lesbian in Greek

Claim: the word "Glowbert" is translated to "lesbian" in Greek, which is not appropriate enough for the game.

THEORY: Copyright dispute

Plausibility: Low

The first thought that came to many people's minds upon Glowbert's name change announcement was "copyright". It seems pretty straightforward on paper: the Brawl Stars devs accidentally infringed a trademark of some other obscure "Glowbert" and had to change his name to avoid a lawsuit. Sounds like an open and shut case, right?

WRONG!

While it is a valid assumption make in light of the circumstances, this theory does not acknowledge the complexity, and, frankly, the absolute mess that is Intellectual Property and the Copyright system. Just like all things involving bureaucracy, for every rule and law there are ten loopholes and five inconsistencies that you have to jump through, over and under to get things done. As incoherent as this system is, the bottom line is this: you cannot simply copyright a name in and of itself unless there is a developed character attached to it.

Let's take the name "Superman", for example. It's easy to come up with: the prefix super- is combined with the -man suffix to form the end word: Superman. On its own, it's not original or distinct enough to warrant its own intellectual rights. So what makes it trademarkable?

The main caveat here is not the name itself but rather the characterization, design and in-universe significance of the entity that the name is attached to. When you think of Superman, you think of *the* Superman: the alien/ human/ superhero with slick black hair, an extravagant skin-tight suit with a glorious red cape, and an otherworldly male physique. Superman has his own *look* and his own *thing*: if you're in trouble, don't fret, because Superman is on the way to save the day! When the name "Superman" comes up, you know *exactly* who that is. That is what makes a name trademarkable.

On the other hand, there is Sam Spade from the novel "The Maltese Falcon". He is a stereotypical Holmes-esque noir detective with no real personality of his own. He does not fulfil a character so much as he is fulfilling an *archetype:* Sam Spade's design is almost entirely derived from the classic "enigmatic investigator" trope, which makes the process of trademarking his likeness a doozy. What exactly makes Spade, well, Spade? And the answer is not much at all. His being is not a person but a narrative device, same as "the damsel in distress" or "the reluctant hero". You cannot copyright such a broad concept under your name, hence why Sam Spade is un-trademarkable.

Superman

Sam Spade

TL;DR: A name itself is not enough to warrant a trademark; what matters most is the actual character attached to that name.

Now, back to Glowbert. His name is formed by modifying the name Gilbert (or Robert, or Albert, basically any name ending in –bert) with a Glow– prefix. Considering his character, it's pretty simple to come up with in a vacuum. The glow– prefix is used due to his main attack being a glowing beam of light, and the –bert suffix is used because it sounds dorky. There you have it: Glowbert! How cute. Now, what is his character design like? Glowbert is a marine biologist/mechanic working at the Sea Monsters Aquarium who has an obsessive passion for sea life. His personality is nerdy, a bit childish, and rough around the edges. He wears an anglerfish costume within which he hides because he has an ugly (debatable) face. Glowbert's biggest wish in the world is to make a friend.

As a person within the Brawl Stars universe, Glowbert automatically becomes part of the game's trademark. One important thing to mention about character copyright is that each entity's place within their respective universe is what also cements them as intellectual property worthy of trademark rights. Character trios and animatics help develop each Brawler as a member of the Brawl Stars franchise. The more there is to know about a character, the more weight they hold legally, and the harder it is to claim that our Glowbert is somehow a copy of another, unrelated Glowbert.

On the topic of other Glowberts, are there actually any characters in the vast expanse of creative commons that share a name with our beloved marine nerd? And the answer is, well, kinda? Three creations can be found when looking up the name "Glowbert": Glowbert, the Brawl Stars Mythic support; Globert, the Mixel; and a pending copyright application for the "glowbert" title filed by... some guy.

Globert, the Mixel

The first and most likely contender for potential trademark infringement is Globert (spelled without a W) from the LEGO Group's "Mixels" series. It was a comedy children's TV show that ran from 2014 to 2017. Globert is a bat that is part of the Glowkies; they are a tribe that live in a cave and are all about showing off. Globert is the most flamboyant of them all and takes every chance he can get to attract attention. The obvious parallels one can draw between Glowbert and Globert is the element of light and some part of them "glowing", but that comes with the territory. No shit, a character with "glow" in their name can glow. What a crazy original idea. That alone does not seem like enough to warrant a copyright strike. It would be like Marvel going after a guy writing a Norse mythology comic because one of their characters is named "Thor". The similarity shouldn't surprise anyone considering where the name is derived from.

Another parallel is each 'Bert's color palette. Both Glowbert and Globert's "outer shell" is a shade of blue, and both of their eyes are a light shade of yellow. On its own, it's a magnificent reach. What, are we trademarking color palettes now? Combined with their similar–ish abilities, you might have a case. A shitty case, sure. But a case nonetheless, I suppose.

TL;DR:

1. Glowbert has his own character design and intra–universe relevance attached to his name, meaning there (seemingly) isn't a way to claim his concept is a stolen idea.

2. There are two other trademarked characters that are are adjacent to the name "Glowbert".

Here is the issue, though: not only is this case flimsy at best, but the Mixels trademark expired in 2022! Even if the Mixels brand decided to pick fights with Brawl Stars, they wouldn't have any legal ground to stand on because their official claim to the franchise hasn't been renewed in over four years. Since Globert, the Mixel does not legally exist without his parent trademark, they cannot claim that Glowbert's name must be changed because their IP has been violated. Someone could file an application for the "Mixels" title tomorrow and they could get it. The Mixel ship has sailed.

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US Registration Number:	4914119
Registration Date:	Mar. 08, 2016
Register:	Principal
Mark Type:	Trademark, Service Mark
TM5 Common Status Descriptor:	DEAD/REGISTRATION/Cancelled/Invalidated The trademark application was registered, but subsequently it was cancelled or invalidated and removed from the registry.
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Status Date:	Sep. 23, 2022
Publication Date:	Nov. 19, 2013
Notice of Allowance Date:	Jan. 14, 2014
Date Cancelled:	Sep. 23, 2022

Another possible copyright infringement involves an AI art startup called Glooperts. Their website is incoherent and their social media is a mess, but from what I could put together, it is an ARG that involves ten creatures named Glooperts. They do not have names; they're numbered 1 through 10. Their whole schtick is that they "want the viewer to love them", and their online presence is not too different from your run-of-the-mill AI slop farm (which sells merch). That's about as much as I could gather from their strange online presence. The word "Glowbert" isn't used on their website once, but it *has* been filed to become a part of their trademark. Important to not that it has not been approved yet.

Now, the question becomes this: what would happen, theoretically, if this application got approved? In practice, likely nothing. Glowbert the Brawl Stars character and Glowbert the... goblin thing... don't share anything in common but their name. As stated previously, the name of a character doesn't matter as much as the design behind it. Colt, the Brawler is heavily inspired by Colt, the gun, and shares a name with Colt, the manufacturing company. Yet he has been around since the beginning and his name remains unchanged. On top of all of this, Glowbert has been part of the Broader Brawl stars trademark since December 2025, and the "glowbert" trademark application only got accepted for review on March 6th.

Trade mark number
UK00004340965

Status
Application Published

View historic details

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Overview | List of goods and services | Names and addresses | Publications

Trade mark

Glowbert

TL;DR:

1. The Mixels trademark has not been renewed since 2022, meaning that there is no case LEGO can make to copyright strike Supercell in regards to their Globert.
2. The other contender, "Glooberts", has not had their "glowbert" trademark application approved yet.

Glowbert™

ALBERT DAVID LIMITED.

classes: 5 Medicinal and Pharmaceutical preparations.

Date of Application	Classes
30/08/2017	5

One last "Glowbert" trademark that would probably be a reach to even consider a contender is a small Indian Pharmaceutical company under the "Glowbert" name. It was registered in 2017 under trademark class 5 (pharmaceuticals and other preparations for medical/ veterinary purposes). Again, this connection is a reach to even give the time of day, but it's still a possibility. To use the Colt example again: Colt is named after the Colt Single Action Army revolver handgun, produced in the 1700s by the Colt Patent Firearms Manufacturing company. His entire thing is his guns. Colt's design is based on a product of a company with which he shares his name. If anything, Colt getting forced into a name change because of Colt, the gun company is more likely than Glowbert getting pressed by Glowert, the pharma company. At least Colt actually shares some similarities with the patented product he's based on. Glowbert isn't even in the same universe design-wise as a company that produces pills.

Colt Single Action Army

Aside from all of these entities, there seems to be no other video game character named Glowbert. The main metric used to assess copyright infringement, "customer confusion", would not apply in any of the listed examples of name similarities. Now, if there *was* another, older support/ healer in a PvP video game named Glowbert who likes marine biology, *then* it would be justified to ask for a rename, and even then it would be a long, nasty process with no true winners. Simply put: no existing trademarked entity seems to have a legal case to force Glowbert into a name change.

Supplements produced by Glowbert Pharma

THEORY TL;DR: This is the most likely explanation, although still questionable. While Glowbert does share his name with a number of other characters/ companies, none of them would cause "customer confusion" when it comes to looking each up. If broken down individually: Globert, the Mixel shares design similarities in abilities but the Mixel license expired in 2022. Glooberts, the AI Art ARG has not had their "Glowbert" trademark approved yet, and even if it did, it would not steal customers from Brawl Stars as the two do not share an industry. Glowbert, the pharmaceutical company is not relevant/ similar enough to Glowert to warrant a name change of the latter. Glowbert, the Brawler has an established character design and a role within his universe which is unique enough to distinguish him under the broader Brawl Stars trademark.

THEORY: Engagement bait

Plausibility: High

Another knee jerk reaction a disillusioned Brawl Stars player might've had upon Glowbert's name change is pessimistic, but somewhat probable: this whole "Glowy" thing is a way for Supercell to farm engagement online. The theory is built upon the viral sensation that was the #MakeMelodieTallAgain trend; it spread like wildfire across platforms and communities, ultimately succeeding in its goal. When keeping that in mind, one may see a pattern of similarities forming between the two "controversies":

1. *A Brawler has a part of their character design altered in some way without warning. Such a change is minimal, but irritating. While it does not affect the gameplay of the Brawler, it does tank a part of their established personality.*
2. *The community is in an uproar, calling on the Brawl Stars devs to revert the change.*
3. *To make their voices heard, the revert campaign is spread across platforms and fandoms to make as much of a buzz as possible.*

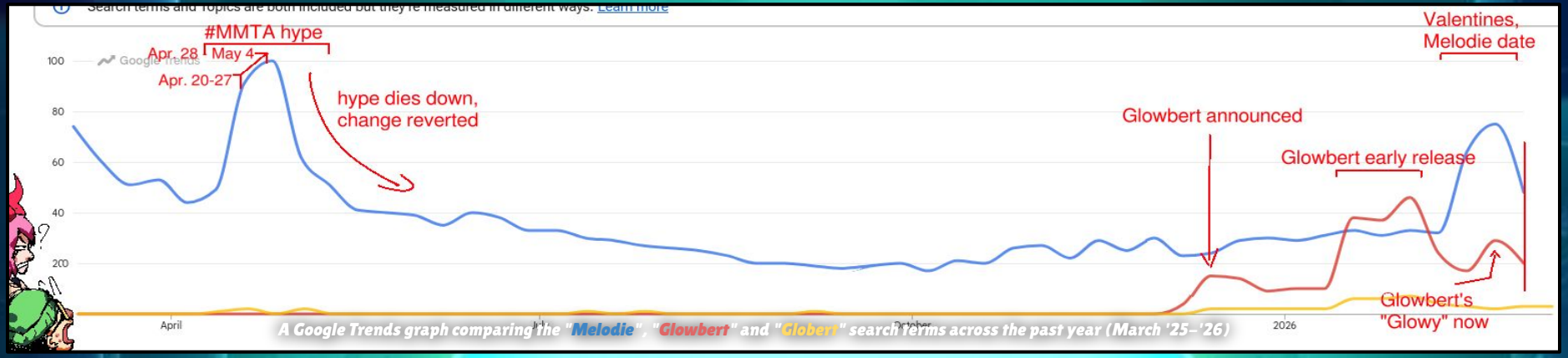
4. *The campaign is noticed, as it has generated a fair bit of engagement. The devs lean into it and milk it for attention.*
5. *Once the hype dies down, the change is reversed.*

Brawl Stars is very involved with its online community. Inside jokes made within the fandom have made their way to the official pages, and the actual game, countless times before. During the tail end of the #MMTA hype, the official Brawl Stars TikTok account posted a short animation of Melodie's head growing into orbit. It amassed over half a million likes and 8.2 million views. The #MMTA campaign was a hit, but did it actually affect the game?

There is no way to accurately measure how much a certain, isolated phenomenon affects a product on a large scale. We do not have direct access to player engagement metrics, nor do we have detailed revenue reports for each financial year. Still, some shaky inferences *can* be made with data that's publicly available.

The impact of a certain trend is measured in concrete data, not in vibes. Something that might have caused a stir in a certain corner of the internet may have been statistically insignificant in the grand scheme of things. Keep in mind that Brawl Stars is *huge* in terms of daily engagement and revenue. Even at its worst, it was pulling in crazy numbers monthly, albeit occasionally nearing a loss. Melodie's height nerf and the subsequent reversal campaign lasted from April 21st to somewhere around May 4th. April 23rd was the turning point for the hype; the height nerf was reversed as part of QoL maintenance. Now, what does it look like on a graph?

TL;DR: The engagement bait theory is plausible, but the actual, tangible effect controversies like these cause is hard to accurately measure.



A Google Trends graph comparing the "Melodie", "Glowbert" and "Globert" search terms across the past year (March '25–'26)

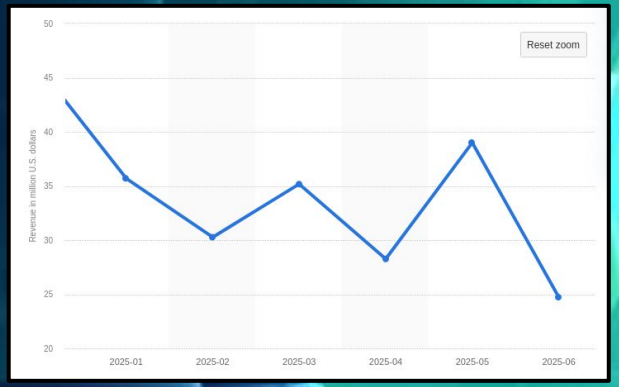
One piece of data evidence one can find is the Google Trends timeline of how frequently a certain search query has been used. When looking at Melodie's name on that graph, two obvious peaks stand out: the Melodie height nerf hype and a period of time around Valentine's day when the player could date her. One thing to note is the sudden drop in searches between the May 4th and May 5th onwards. Once the hype was fizzling out, the search query for Melodie immediately started to tank, reverting back to its old numbers in about three weeks. This isn't surprising: trends like these aren't a reliable or consistent engagement boost. The trend cycle spares no one and very rarely sticks around for long.

Another important thing to keep in mind is the vast difference of the search "baseline" between Melodie and Glowbert. By "baseline", I'm referring to the amount of times they're searched for in standard circumstances. The only time Glowbert overtook Melodie's baseline in searches, which subsequently became his peak in relevancy, was during his early access/ release. Once that was done, searches for him fell down to nearly half of Melodie's baseline. From this we can infer that Glowbert is not nearly as popular enough amongst players as Melodie. This will be important later on.

You might have already noticed, but the graph has a third search query tracked alongside the other two: a search query for "Globert", aka the bat from the Mixels TV show. In normal circumstances, Globert is rarely, if ever, searched for. Before Glowbert was released, barely anyone looked up Globert. The show nine years ago at that point. Once Glowbert was released, one can immediately see a slight growth in search queries for Globert that sticks around consistently even after the early release hype died down. Does this mean that Glowbert somehow made Mixels relevant again? No. It's more likely that people make spelling mistakes when looking up Glowbert, and end up searching for Globert, the Mixel instead. This *does* give some validity back to the Copyright theory, but, again, the Mixels IP is long dead. Can't be that.

TL;DR: The Melodie height nerf trend was popular, but only for a short period of time, and became irrelevant quick. Glowbert's name change has not generated any meaningful spike in searches.

In tandem with the Trends data, another useful metric we have access to is the monthly revenue statistics from Brawl Stars. Here is where things get muddy, though: we, as company outsiders, are only given the raw numbers from each month. It's not nearly detailed enough to make any definitive statements. While the Melodie hype *might* have contributed to a certain month's earnings, we simply cannot know for sure. Now that this is out of the way, what was the April–June revenue?



April '25 Earnings:
$28.26 Mil.

May '25 Earnings:
$39 Mil.

June '25 Earnings:
$24.73 Mil.

Across the three month period, revenue peaked in May and dropped off a cliff in June. Keep in mind that, by early May, the #MMTA hype was on its last breath. The respectable amount of money earned in May could be directly linked to the Katana Kingdom event and its abundant success. As said by Frank in his "2025 in Review" blog post:

> *"The event was a big success. New players and returning players peaked in May 2025, in some countries like Japan our daily active users even reached new lifetime records. The meta was more diverse than in previous events, the theme itself was a hit. From our own perspective, this was one of the best events we released in 2025. "*

So, what does all this mean? When looking at the data we have, we can make an educated guess and say that the Melodie height nerf did not bring in any particularly notable attention to the game. Whatever effect that whole controversy had was vastly overshadowed by the main in-game events and updates. It was a funny joke to play into, sure. But in terms of numbers, it barely made a dent. One *could* make the case and say that the #MMTA trend gave Brawl Stars the boost to revive its online presence, but keep in mind that the Melodie height nerf gag was pretty much only isolated to Reddit and certain parts of Twitter. It wasn't nearly as spread out as one would assume.

When it comes to Glowbert, things get even more dire. Melodie, due to having a pre-existing fanbase and a generally wider appeal, took the #MMTA hype to heights Glowbert cannot match *by design*. His whole schtick is being stereotypically ugly and unappealing. Female brawlers in general garner more attention than the male ones due to the "waifu" culture surrounding the former. Melodie is an attractive, colorful, expressive character designed to be pretty. Glowbert is... Well, Glowbert. No offense.

All this to say: publicity stunts like #MMTA and Glowbert's name change are overestimated to be more impactful than they actually are. While such changes are incredibly low effort, they are also pretty low reward. It's also not wise to compare Glowbert's name change to Melodie's height nerf due to the two being in entire different universes in terms of pre-existing popularity. The theory itself is plausible because it doesn't take much work to go through with such cosmetic changes, but the tangible effect of these jokes is dubious.

THEORY TL;DR: While controversies like #MMTA and Glowbert's name change do not take much work to implement on the developer side, such changes don't bring in anything meaningful to the game, aside from some cheap PR.

THEORY: April Fools setup

Plausibility: Medium

Personally, this is the theory I hope is true. As part of a month-long buildup, Glowbert's name was changed to Glowy, which will end up being one big, funny joke in the end, and his name change will eventually be reversed. This theory is mostly believed by those high on copium (me), but it's not *impossible*.

Brawl Stars is no stranger to April fools shenanigans. Each year since 2019, the devs have done something for the holiday. But the main issue this year, if we choose to believe that Glowbert's name change is part of the prank, is that there's never been a whole month of buildup for it before. The joke has always begun on the day itself, not a literal month before.

Another issue with this theory is the fundamental question behind it: *what is the joke here?* Where is the funny? Where is the ha-ha? What are we meant to laugh at? The 1984-esque rewriting of the past? The dumb name that "Glowbert" was replaced with? What is so funny about all of this?

This speculation also falls under the broader "engagement bait theory" umbrella, because the two ultimately seek to accomplish the same thing: get people talking. All publicity is good publicity, after all. But if this theory is true, then one could pretty confidently admit that this year's April Fools will be kind of lame. Personal opinion here: this name change isn't very funny. It got old within a day. The end goal of this setup is still not particularly clear to me. Is that all that's gonna happen in the end? A bad change will be reversed? How lame.

THEORY TL;DR: It's technically possible. Nothing actively points *towards* this theory, but nothing points *against* it either. If this theory is true, then this year's April Fools will be kind of lame.

THEORY: The lore reason is true

Plausibility: Low

What is the opposite of a normal Brawl Stars player? A Brawl stars player that actually likes the game. And those are the people that are keen on insisting that the lore reason given in the patchnotes is true, actually. Moe *did* give Glowbert a "friendly, new nickname", and the devs were kind enough to update Glowbert's name to help him out! What a load of bullshit, honestly.

Dumb lore drops like these have never actually affected the game in the past. I'm sure there have been plenty of "friendly nicknames" between different Brawlers before, but they never altered the game itself. Maybe not Chester's "Nipple" jab at Meeple, sure. But I highly doubt that Glowbert is the only person in Starr Park to have someone give him a nickname. Surely not.

But even if we decided to play along with this lore tidbit, how does this make any sense story-wise? We're talking about the same Moe, right? The one that blew Glowbert up to smithereens? The one that broke half his body? "Took 4 weeks to recover"? "Developed severe social anxiety"? We watched the same animatic, right? This has got to be some kind of Mandela effect. The whole point of the ending was that Moe could not give half a fuck about Glowbert: that's why he blew his aquarium up. Right? That was the entire point, right? So what is up with "Glowbert's new nickname"? The two could not possibly be on good terms after all that's gone down.

THEORY TL;DR: The lore is bullshit. In relation to Glowbert, Moe is literally Hitler. I mean c'mon man we watched the same animation right?

THEORY: Dev team power trip

Plausibility: Medium

Now we're getting into real cooky territory. Originally this theory was supposed to be in the "crackpot" category, but the more I thought it all over, the less crackpot-y it seemed.

The theory goes like this: somebody within the Brawl Stars development team (or maybe someone outside of it) is on a generational power trip and decided to take their authoritarian fantasies out on our defenceless Glowbert. Similarly to the April Fools theory, there is nothing pointing *against* this speculation, but nothing points *towards* it either. Who could possibly have such a vendetta against the Big 'Bert?

Each Brawler's name is created by the character designers and artists. Fernanda Oliveira is the art director who oversees each Brawler's conception. From there, that Brawler is tinkered with to fix the fine details and then sent off to be created into a 3D model. We're not given that much information on the process of Brawler development so most of this is extrapolating from the things we do know. This matters because it highlights the issue of attributing responsibility for a character's name.

We do not know the inner politics of the Brawl Stars development team. We're not aware of the cliques, drama and rivalries that may exist in the background. Whatever happens behind closed doors will likely never make it out to the public eye. However, it wouldn't be a reach to assume that, amongst the hundred people that work on Brawl Stars, there's a few that may not be in each other's good graces.

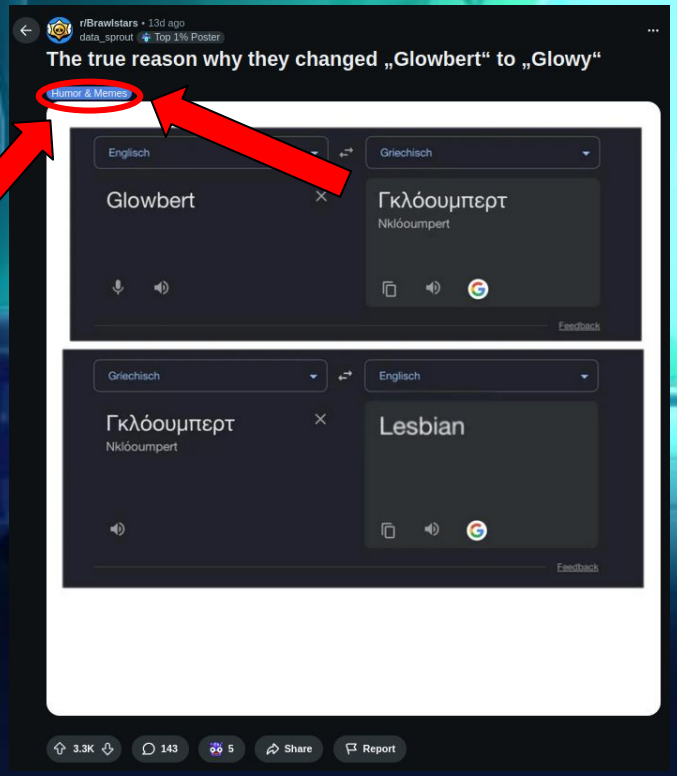
Now, the question becomes this: if we choose to believe this theory, who pissed off who in the time period between Feb 21–25 and started this whole "Glowy" debacle?

THEORY TL;DR: There's not much to say about this theory. It *could* be true but there's nothing we can prove it with.

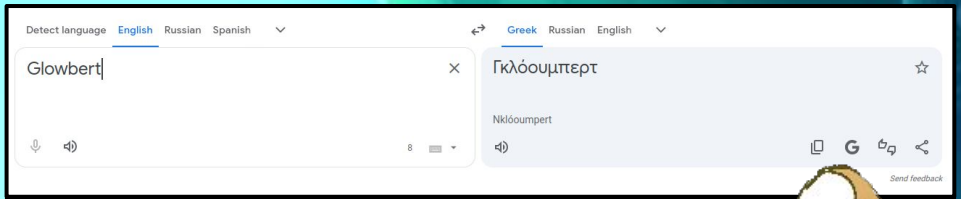
THEORY: Glowbert is... lesbian?

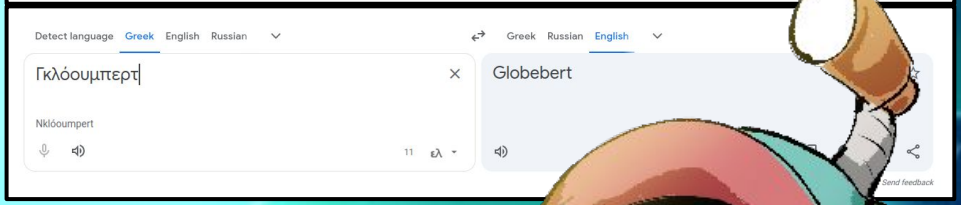
Plausibility: Crackpot

And, lastly, the most... uhh... improbable "theory" of them all. "Glowbert" actually means lesbian in Greek, which is why the name had to go. It originated from a joke Reddit post that edited the "lesbian" translation in to take the piss out on the whole name change. But beware! Us Brawl Stars players? We can't read!



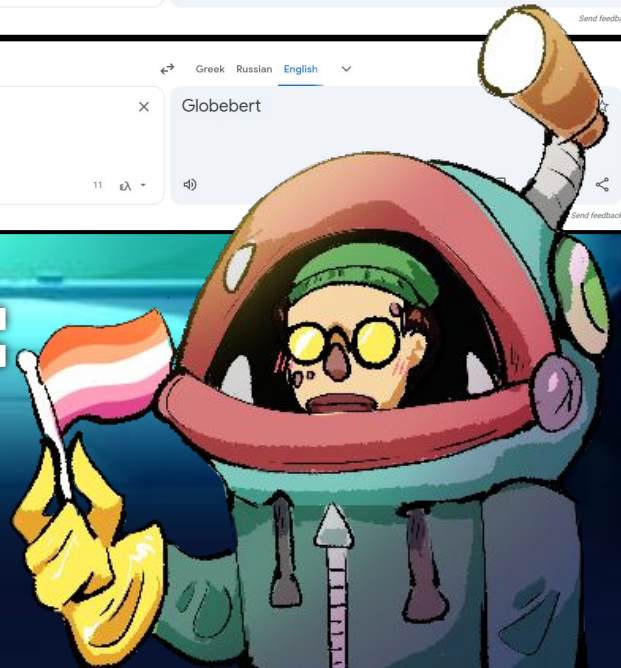
But, y'know what, why not test it out? Why not see for ourselves? In honor of our God-given right to the scientific method, we shall now fact-check this theory together. Does "Glowbert" *really* mean lesbian in Greek?





TL;DR:

No.



Or maybe...

Glowbert is secretly Transbert!

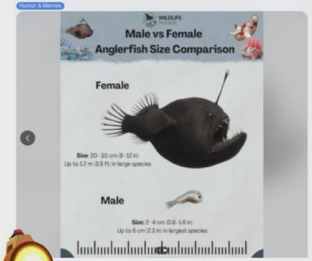
and here's why:

Glowbert is dressing up as a female Anglerfish.

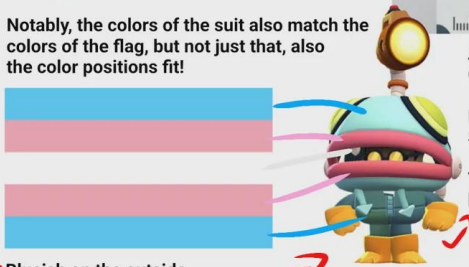
This is not a mistake, Glowbert is a marine biologist and therefore knows.

Glowbert is purposefully dressing up as a fem, to hint at his secret desire to be an actual fem!

Because only female anglerfish are the ones that look like that, Glowbert is technically a man dressed as a woman



Notably, the colors of the suit also match the colors of the flag, but not just that, also the color positions fit!



Additionally, as a Marine Biologist, Glowbert likely loves sharks

Do you know who else really loves Shorks?

Transgenders and Femboys with the beloved Blahaj!

Blueish on the outside
Pink lips inbetween
And White teeth in the very middle

I verified the colors of the suit, and yes, they're all blue(-ish)

Glowbert is hiding, because he is scared that his masc face might frighten people.

He just wants to be and/or look fem, maybe people won't be afraid anymore if he was she.

The suit is that of a fem creature, and it seems to work, people aren't so scared of it because of that.

But that's just a theory...

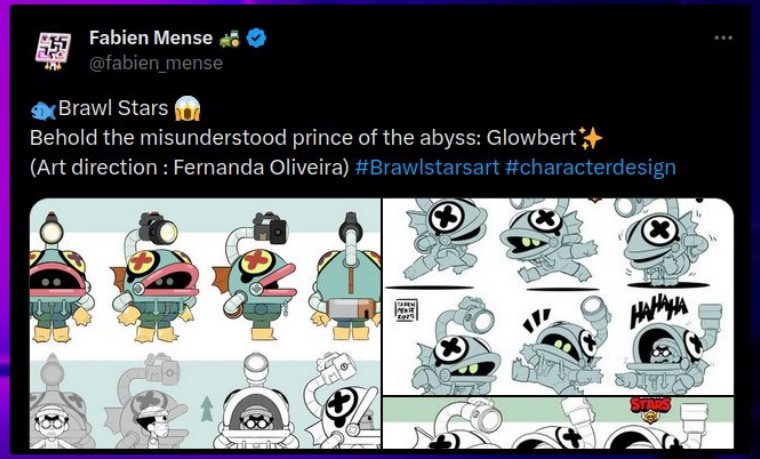
...a BRAWL theory...


SPECULATION TIME!

While researching this post, I went to Glowbert's animatic to grab a screencap of his end-credits condition, and noticed that his original name got blurred out. This means that they've now gone to the stage of rewriting video footage. Yes, both the debut Brawl Talk and the Sirius Brawl Talk have his name cut out too.

One thing I try to keep in mind is just how slowly Glowbert's name has been replaced in Brawl Stars' official posts. The name change happened on February 25th, it is currently March 11th, and the name replacement *is still not done yet.* If you dig into Glowbert's online appearances even slightly, you'll likely still find an odd caption that says his real name, a video description that the interns forgot about, a pinned comment nobody bothers to edit. Glowbert is not even that old in terms of his release age: he's barely left a mark on Brawl Stars' digital footprint. I'd get it if this was the case when someone like Mandy or Colt was forced into a name change, but Glowbert was announced last December. That's what, 4 months ago? How many posts could there have possibly be about him? Is this change being intentionally dragged out?

You'll also notice that non-official posts made by the employees at Supercell about Glowbert are in no rush to change his name. For example, the character designer up at Brawl Stars, Fabien Mense, has not altered the caption under Glowbert's character sheets. This means (or at least implies) that whatever "No More Glowbert" policy is happening up at Brawl Stars HQ does not apply to their employees' personal social media. Or at the very least, that's how it currently seems. Mense's Glowbert sheets post will be our canary in the coal mine.



There is a lot of shadiness and questions surrounding Glowbert's name change that have me absolutely stumped. If this is not related to copyright, or a way to farm engagement, or a setup for a joke, or a dev team member gone rogue, *what could it possibly be?* What happened between February 21st and 25th? Why is the real reason being hidden? Who knows the truth? How can we find out?

Bedlam's "testimony"

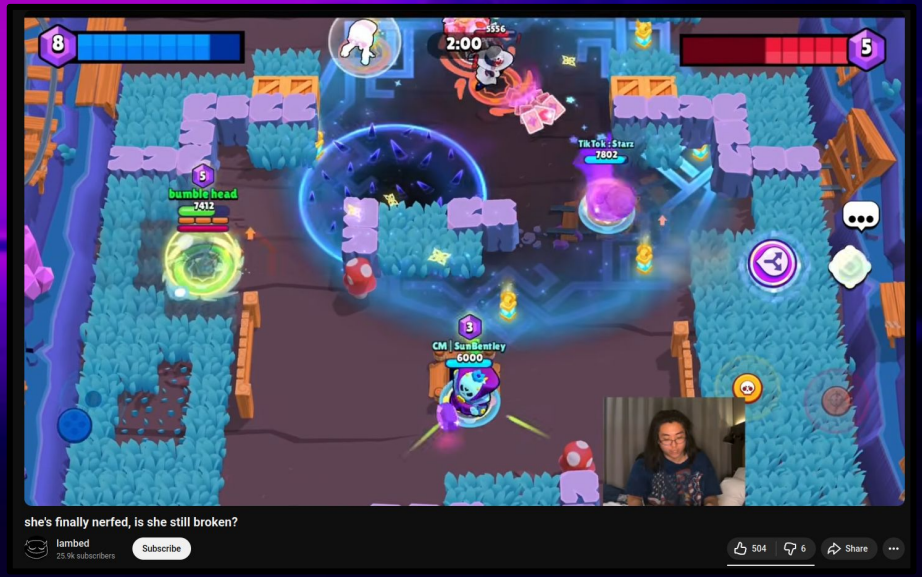
Taken from " she's finally nerfed, is she still broken?"
Published on: Iambed, YouTube, March 5th.

One "inside source" we have access to is a short statement made by Bedlam, a Brawl Stars YouTuber, on the whole Glowbert debacle. Bedlam got to meet with the Brawl Stars development team and ask them a number of questions. There is only so much trust you can put into the words of a guy whose livelihood depends on being in the game's good graces, so take all that's said in this clip with a gigantanormous grain of salt. However, this seems to be the only BS creator who's talked about this situation at all, so we take what we get and we don't get upset.

This quote somewhat insinuates that the reason for Glowbert's name change is related to legality ("...had to be done..."), but it could very well be something said to intentionally lead people astray. The main thing I want us to focus on is this: "I can't tell you [the reason] because I will get in trouble."

"I also did, by the way, ask about Glowbert. And why they changed the name to not Glowbert. And apparently...[...]...The reason why Glowbert's name is changed-I was able to ask-and the reason is, um...is something I can't tell you, because I will get in trouble, so... you know... But like, there actually is, like, a reason, yeah obviously- like, nobody on the team is happy about this. I talked to, actually, the creator of Glowbert himself. No one was happy about the change. No one wanted to do it. It was a last-minute thing that had to be done as soon as possible, for, um... like, actually, I think, valid reasons..."

Is it True? A red herring? Load of Horse-shit? You decide!



So, what now?

CALL FOR TRANSPARENCY!

Seriously, just tell us!

What is going on? What is the reason behind all this? Even an answer like "We cannot tell you" will suffice. Anything but the obviously untrue "lore" we've been given. This change is not popular by a mile and we all know this.

Tell us what happened to Glowbert !