



OFFICE OF THE CHANCELLOR  
 BOX 951405  
 LOS ANGELES, CALIFORNIA 90095-1405

September 29, 2006

DA 705.03

**EXECUTIVE DIRECTOR ROBERT WILLIAMS, ASUCLA**

**Delegation of Authority – Delegation of Authority on Control of Commercial Products that Use the Campus Name, Unofficial Seal, Trademarks and Logos**

- References:**
- (a) UC DA 0865 (Policy to Permit Use of the Unofficial Seal) to Chancellors, et al., dated 5/3/85;
  - (b) UC DA 0864 (Policy to Permit Use of the University's Name) to Chancellors, et al., dated 5/3/85;
  - (c) UCAL Policy 110, Use of the University's Names, Seals and Trademarks;
  - (d) UCLA DA 705.01 (Use of the Campus Name and the University's Unofficial Seal) to Vice Chancellor Morabito, dated 9/08/06;
  - (e) UCLA DA 705.02 (Use of the University Affiliation by Faculty and Non-Senate Academic Personnel) to Vice Chancellor Rice, dated 9/29/06.
- Supersedes:** UCLA DA 5010.3 (Policy on the Use of the Campus Name, Unofficial Seal, Trademarks and Logos; and Delegation of Authority on Control of Commercial Products) to Executive Director Reed, dated 7/1/1988.

In accordance with the campus policy on the use of the University's names, seals and trademarks, UCLA Policy 110, the following responsibilities and clarifications should be noted:

1. The control over commercial use is exclusive to you. However, licenses granted pursuant to this delegation shall be in a form previously approved by Campus Counsel.
2. Vice Chancellors occasionally may wish to use products bearing the campus name, initials, logo or the University's unofficial seal for non-commercial but promotional purposes. As the Chancellor's representative, you may authorize their manufacture under ASUCLA's auspices and facilitate a mutually agreeable agreement. All licensing fees from the manufacture and distribution of such products shall be retained by ASUCLA.
3. As the Executive Director of ASUCLA, you are further redelegated the authority to enforce the restrictions on the commercial use of the campus name, initials, logo, mascot, or the University's unofficial seal and notify any person who uses these trademarks without authorization, or in violation of, the University policy, and demand that they cease and desist the unauthorized use. Such enforcement should be done in an appropriate manner with due regard for the University's public image. Appropriate Campus Counsel will be available to assist you, or other authorized

campus personnel, in bringing unauthorized use to an end, including through legal action. All commercial licensing revenue for the use of the University name and trademarks shall be retained by ASUCLA. ASUCLA is expected to fund enforcement activities from the Licensing income it receives.

4. Pursuant to your authority as described in 3., above, you shall ensure that all commercial uses of the University's names, seals and trademarks are appropriate and also of the highest quality, and that protecting and promoting the University's image and value are not compromised for the sake of any financial considerations. If there is any question as to maintaining this proper balance, you shall seek appropriate review with me or my designee.

I draw your attention also to the Presidential delegation to Chancellors, et al., "Policy to Permit Use of the University's Name" and "Policy to Permit Use of the Unofficial Seal", both dated May 3, 1985.

This delegation is being reissued to reflect an organizational change and there are no substantive changes from the delegation being superseded. Any redelegation of this authority shall be in writing with copies to me and to those listed below.



Norman Abrams  
Acting Chancellor

#### Attachments

cc: Executive Vice Chancellor & Provost  
Campus Counsel  
Vice Chancellor, Business & Administrative Services  
Vice Chancellor, Academic Personnel  
General Counsel & Vice President, Legal Affairs  
Universitywide Policy Coordinator  
Administrative Policies Coordinator

## DA 0864

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May 3, 1985

**CHANCELLORS  
LABORATORY DIRECTORS  
SENIOR VICE PRESIDENT--ADMINISTRATION**

**Delegation of Authority--Policy to Permit Use of the University's Name**

Effective immediately, authority to permit the use of the University's name is delegated as follows:

1. Each Chancellor is delegated, within his area of jurisdiction, authority to permit use of campus names (e.g., University of California, Davis), and/or abbreviations (e.g., UCLA), or any other name of which said designations or abbreviations are a part.
2. The Senior Vice President--Administration is delegated authority to permit use of the name "University of California", the abbreviation "UC", any other name or abbreviation that has Universitywide application or is of concern to more than one campus, or any other name of which said designation or abbreviation is a part.
3. The Directors of the DOE Laboratories are delegated authority to permit use of the University's name in connection with activities, products, or services at each of the installations under their jurisdiction.
4. Concurrence of the General Counsel is required before permission is granted either for commercial use of the name of the University or for non-commercial use by organizations and groups. This concurrence can be fulfilled by use of the attached form. If the form is to be modified, the proposed alterations must be referred to the General Counsel for specific approval. Moreover, if University officials to whom delegations are made by this regulation believe that unusual University liability or exposure may develop from granting the sought permission, that request should also be referred to the General Counsel for specific concurrence.

In reaching a decision to grant or withhold permission for use of the University's name or an abbreviation, Officers are to be guided by the following policy considerations:

**A. COMMERCIAL USE**

1. Approval shall not be given for advertising listing the University as a user of any product or service or as the source of research information on which a commercial program or publication is based, except that approval may be granted for institutional or goodwill advertising clearly regarded as being in the best interests of the University. If any doubt exists as to whether the use of the University's name will contribute to the best interests of the University, the permission shall be withheld.
2. Manufacture and distribution of all commercial products (e.g., lighters, clothing, pennants, drinking glasses, mugs) bearing the name or decorative seal of a campus shall be permitted only upon a franchise granted by the Chancellor or his designated representative. All such

manufactured products shall be produced only after prior express permission of the Chancellor and must be distributed exclusively through the campus bookstore or authorized distributors operating under a franchise granted by the Chancellor. Other authorized distributors must receive their merchandise through a designated campus bookstore.

3. Requests for manufacture and distribution of all commercial products bearing the name and/or unofficial corporate seal of the University of California, as distinguished from that of a single campus, shall be referred to the Senior Vice President--Administration. In approving such request, the Senior Vice President--Administration shall authorize distribution solely through one or more of the bookstores of the campuses or shall authorize other distributors who will receive their merchandise through a designated campus-bookstore and shall notify the Chancellor on each of the campuses.

#### B. NON-COMMERCIAL USE BY ORGANIZATIONS AND GROUPS

1. Use of the University's name to designate such groups as professional associations, employee organizations, athletic, cultural, and other interest groups may be granted when deemed to be in the best interests of the University. (For use of the University's name by registered campus organizations, see latest edition of University of California Policies Applying to Campus Activities, Organizations, and Students). If any doubt exists as to whether the use will contribute to the best interests of the University, permission shall be withheld.
2. Permission when granted shall include the understanding that the permission does not involve, either expressly or by implication, the following:
  - a. Any endorsement or sponsorship by the University; in appropriate circumstances permission may be made conditional upon a requirement of an express statement that the University does not endorse or sponsor the particular activity.
  - b. Any obligation to provide budgetary support or office space.
3. Chancellors on other campuses shall be consulted (perhaps at a meeting of the Council of Chancellors), when a decision to permit use of the University's name on one campus would make it difficult to deny a similar request on another (e.g., a request from another chapter or affiliate of the same organization or group).
4. Permission shall be granted with the understanding that it may be withdrawn at any time the authorizing official determines that further usage will not be in the best interests of the University or that there has been a failure to adhere to the basis on which the request to use the name or abbreviation was originally submitted and approved.

#### C. USE BY INDIVIDUAL EMPLOYEES

1. An individual employee of the University not acting within the scope of employment may make a true and accurate statement of the individual's relationship or connection with or employment by the University of California in the course of stating the employee's experience or qualifications for any academic, governmental, business, or professional credit or enrollment, or in connection with any academic, governmental, professional or other employment.

2. In all other situations, such an employee may accurately state the employee's relationship to the University except in those circumstances in which such identification might reasonably be construed as implying the support, endorsement, advancement, or opposition of any political, religious, sociological, or economic movement, activity, or program by the University. In such circumstances it is the responsibility of the employee to issue an appropriate disclaimer concurrent with the use of the University name declaring in substance that the University is not involved in the particular activity or program.

This delegation of authority supersedes that issued on this subject on April 8, 1983. Any redelegation of this authority shall be in writing with a copy to the Director--Coordination and Review.

David Pierpont Gardner

[Attachment](#)

cc: Members, President's Cabinet  
Director--Coordination and Review  
Principal Officers of The Regents

REVOCABLE LICENSE TO USE THE NAME OF  
THE UNIVERSITY OF CALIFORNIA

WHEREAS, Education Code of the State of California Section 92000 prohibits the use of the name of the University of California, or any abbreviation of this name or any name of which the name "University of California" is a part, for certain purposes; and

WHEREAS, \_\_\_\_\_, (hereinafter referred to as Licensee) is desirous of using the name of the University of California, or an abbreviation thereof, in the following style and for the following purpose:

\_\_\_\_\_  
\_\_\_\_\_:

NOW THEREFORE, The Regents of the University of California agrees to and does hereby grant a revocable license to Licensee to use the name of the University of California only and expressly in the style and for the purpose to which reference hereinabove has been made.

In consideration of the granting of this revocable license, Licensee agrees to indemnify and hold harmless The Regents of the University of California, officers, employees, servants, or agents thereof, from any and all liability arising from the use of the name pursuant to this license.

Licensee also agrees that in the exercise of this license, it will not state or imply either directly or indirectly that the licensee or the licensee's activities are supported, endorsed, or sponsored by the licensor and, upon the direction of the licensor, shall issue express disclaimers to that effect.

It is understood that this license may be revoked at will.

Dated: \_\_\_\_\_ .

THE REGENTS OF THE UNIVERSITY OF  
CALIFORNIA

By \_\_\_\_\_

LICENSEE

By \_\_\_\_\_

## UNIVERSITY OF CALIFORNIA

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SANTA BARBARA

OFFICE OF THE PRESIDENT

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February 26, 1999

## MEMBERS, PRESIDENT'S CABINET

Dear Colleagues:

Enclosed for your information is a copy of the official designation of the University's campuses and the dates on which The Regents approved them. Please note that the preferred usage is University of California, comma, followed by the name of the campus. For the sake of consistency--and despite the redundancy--correspondence addressed to the campuses should include the campus's official name as well as its location. For example:

University of California, San Francisco  
513 Parnassus Avenue  
San Francisco, California 94143

and not

University of California  
513 Parnassus Avenue  
San Francisco, California 94143

Please share this information with your staff.

Sincerely,

/s/ Richard C. Atkinson

Richard C. Atkinson  
President

Enclosure

cc: Chancellors  
Special Assistant Gardner

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## CAMPUS NAMES

The official campus names, along with the dates of their Regental approval, are shown below.

University of California, Berkeley	November 1958
University of California, Davis	November 1958
University of California, Irvine	December 1961
University of California, Los Angeles	November 1958
University of California, Riverside	November 1958
University of California, San Diego	November 1960
University of California, San Francisco	November 1958
University of California, Santa Barbara	November 1958
University of California, Santa Cruz	July 1961



# DA 0865

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May 3, 1985

**CHANCELLORS  
LABORATORY DIRECTORS  
SENIOR VICE PRESIDENT--ADMINISTRATION**

**Delegation of Authority--Policy to Permit Use of the Unofficial Seal**

Effective immediately, authority granted to the President of the University under Bylaw 3.1 of The Regents to permit use of the unofficial seal is delegated as follows:

1. Each Chancellor and Laboratory Director is delegated, within their areas of jurisdiction, authority to permit use of the unofficial seal as a symbol of the University for any official purpose or in connection with alumni, student, or public projects.
2. The Senior Vice President--Administration is delegated authority to permit use of the unofficial seal for any official systemwide application or whenever such use concerns more than one campus.

Two versions of the unofficial seal<sup>1</sup>, as shown in the attachment to this delegation, are authorized for use in printed matter. One is a replica of the corporate seal<sup>2</sup>, with the words "Seal of" deleted; the other is a simplified version, designed as an alternative for use whenever more consistent with a typographic design.

Use of the unofficial seal related to the manufacture and distribution of commercial products continues to be governed by the following provisions of Paragraph A.3. of Delegation of Authority--Policy to Permit Use of the University's Name, revised May 3, 1985.

Requests for manufacture and distribution of all commercial products bearing the name/or unofficial corporate seal of the University of California, as distinguished from that of a single campus, shall be referred to the Senior Vice President--Administration. In approving such request, the Senior Vice President-- Administration shall authorize distribution solely through one or more of the bookstores of the campuses or shall authorize other distributors who will receive their merchandise through a designated campus bookstore, and shall notify the Chancellor on each of the campuses.

Questions related to use of the unofficial seal which are not covered by this policy are to be referred to the Senior Vice President--Administration<sup>3</sup>.

This delegation supersedes the delegation on this matter issued April 8, 1983. Any redelegation of this authority shall be in writing with a copy furnished to the Director--Coordination and Review.

David Pierpont Gardner

[Attachment](#)

cc: Members, President's Cabinet  
Director--Coordination and Review  
Principal Officers of The Regents

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- <sup>1</sup> The "simplified version" has been removed, since technology now permits greater design flexibility.
- <sup>2</sup> The corporate seal is used only by The Regents. The "unofficial seal" is the same design with the words "Seal of" omitted.
- <sup>3</sup> Questions about the use of the seal may be directed to Universitywide Policy Coordinator Nancy Capell at [Nancy.Capell@ucop.edu](mailto:Nancy.Capell@ucop.edu).



**The "unofficial" seal of the University of California**