USE OF UNIVERSITY NAME AND SEAL

I. REFERENCES

A. California Codes, Education Code, Sec. 92000-92001, Name of the University

B. Bylaws of The Regents
   Bylaw 2, Corporate Seal
   Bylaw 3, Unofficial Seal

C. Presidential Policy to Permit Use of the University's Name and Presidential Delegation of Authority to Chancellors, Laboratory Directors and Senior Vice President-Administration, DA0864, May 3, 1985

D. Presidential Policy to Permit Use of the Unofficial Seal and and Presidential Delegation of Authority to Chancellors, Laboratory Directors and Senior Vice President-Administration, DA0865, May 3, 1985

E. UCSD Delegations of Authority - Use of University's Name
   4/1/86, Delegation to Vice Chancellor-Business Affairs
   1/12/98, Delegation to Vice Chancellor-External Relations
   4/12/95, Delegation to Director, Bookstore
   4/12/95, Delegation to Assistant Vice Chancellor-Auxiliary & Plant Services
II. INTRODUCTION

This policy clarifies the permissible uses and restrictions on uses of the University of California’s name, San Diego campus’ name, seals, and trademarks. The policy also identifies appropriate offices on campus and in the Office of the President which authorize use of and licensing of the name, seal, and trademarks.

The University of California (University) name and seal and the San Diego campus’ (campus) name and seal represent excellence in all areas—teaching, research, and public service. The names and seals have unique value, and are afforded special protection by state law and University policy.

The name University of California and all abbreviations thereof are property of the State of California under Education Code section 92000 and may not be used to imply, either directly or indirectly, the University’s endorsement, support, favor, association with, or opposition to an organization, product, or service without permission of the University. Education Code Section 92000 conveys the unique value of the University’s and campus’ name by making a violation of the section a misdemeanor.

In addition to statutory protection, the University’s and campus’ names and seals are protected by state and federal trademark law. The campus’ logos, designs, and visual images are also protected by trademark and copyright law. Unauthorized uses of any of these names and trademarks may constitute trademark and/or copyright infringement as well as an unfair business practice.
This issuance applies to all media including, but not limited to, print, radio, television, video, motion pictures, and all forms of electronic media (e.g., Internet Web sites and electronic mail).

III. DEFINITIONS

A. University’s Name: University of California, the abbreviation UC, and any other name or abbreviation that has University-wide application or concerns more than one campus.

B. Campus’ Name: University of California, San Diego, abbreviations (e.g., UCSD or UC San Diego), or any other name containing such designations or abbreviations.

C. Authorized Seals:

1. Official Seal of the University of California

   The Official Seal of The Regents, which reads: “Seal of the University of California 1868.”

2. Unofficial Seal

   A replica of the Official Seal, without the words “Seal of”.

3. UCSD Seal

   The campus’ version of the Unofficial Seal, imprinted with the San Diego name.

D. Trademarks: The campus’ name, symbols (e.g., UCSD seal, UCSD logo), and distinctive visual images, protected by state and federal trademark law.

E. Registered Campus Organization: Any group of students, faculty, and/or staff from a college, school, department, other unit, or combination of units of the University who organize to become involved in a common activity not involving the representation of employees, and who obtain recognition from the campus.

   - Registered Student Organizations: A group of students whose purposes and practices further the University’s purposes as an educational institution and are consistent with University policy. Such groups which organize to become involved in a common activity and which are registered with, and approved by, the Office of Student Organizations and Leadership Opportunities (SOLO) are authorized to use the campus’ name, facilities, and certain administrative resources in accordance with University policy.

   - Employee Associations: A group of University employees (faculty and/or staff) who organize to become involved in a common activity not involving the representation of employees and are registered with Human Resources Equal Opportunity/Staff Affirmative Action Office.
• **Support Groups:** Any group, organization, foundation, or association other than a campus alumni association or campus foundation (1) whose primary purpose is to provide assistance through fund raising, public outreach, and other support for the University’s mission; or (2) whose representatives or activities make the entity indistinguishable from the University itself; or (3) that acts as an agent of or intermediary for the University. A support group must receive official recognition from the University before it may use the name of the University. Support Groups must be registered with External Relations’ Office of Support Group Operations.

IV. POLICY

A. **Use of Official Seal of the University of California**

The use of the Official Seal is reserved for diplomas and other corporate materials, as authorized by the Secretary of The Regents. The authority to use the Official Seal is not delegated to the campuses. The Office of the President does not make electronic versions of the Official Seal available by means of the Web.

B. **Use of Unofficial Seal**

Use of the Unofficial Seal for any official systemwide application or whenever such use concerns more than one campus must be authorized by the Senior Vice President-Business and Finance.

The President has delegated to Chancellors the authority to permit the use of the Unofficial Seal as a symbol of the University for official purposes or in connection with alumni, student, or public projects. Requests to use the Unofficial Seal must be referred to either the Vice Chancellor-Business Affairs or the Vice Chancellor-External Relations on the UCSD campus.

The Unofficial Seal is currently approved only for use on official off-campus University letterhead. See PPM 490-2, Guidelines for Stationery, Business Cards, and Collateral Items.

Use of the Unofficial Seal related to the manufacture and distribution of commercial products continues to be governed by Presidential Policy to Permit Use of the University’s Name and Presidential Delegation of Authority to Chancellors, Laboratory Directors and Senior Vice President-Administration, DA0864, May 3, 1985.

C. **UCSD Seal**

The UCSD seal is the campus’ version of the Unofficial Seal, imprinted with the San Diego name on the face of the Seal. Because use of this Seal implies institutional support, it may only be used as authorized below.

1. Campus administrators (Chancellor, Vice Chancellors, deans, directors, department chairs, and administrative unit heads) may use the UCSD seal as a symbol of the campus for official purposes.
Campus administrators may authorize faculty and staff employees to use University business cards and other collateral bearing the UCSD seal, provided that such use is restricted to conducting official University business within the course and scope of the individual's employment. It is not to be used on letterhead.

Campus units may not create alternate versions of the UCSD Seal. Although the seal itself may not be altered, campus colleges, schools, and departments may use the UCSD Seal in conjunction with the name of their college, school, or department, appearing beside the seal for an otherwise approved use of the seal. See the UCSD Graphic Identity Guidelines for proper placement and format on collateral items.

2. Campus employees may not use the UCSD Seal for private, non-University purposes, including private professional activities, outside consulting, or commercial activities.

3. The UCSD Seal may not be used on personal Web sites. The UCSD Seal for Official Web Pages is a graphic consisting of the UCSD logo and the phrase "Official Web Page of the University of California, San Diego."

See PPM 135-5, UCSD Electronic Communications Procedures and Practices for more information regarding use of University name or UCSD Seal on web pages.

4. Use of the UCSD Seal for the production of emblematic products is permitted only by license or authorization from the Bookstore's Trademark Licensing Office.

5. Under exceptional circumstances, the appropriate Vice Chancellor may authorize other persons acting as agents of the University to use University collateral bearing the UCSD Seal provided that such use is restricted to conducting official University business within the course and scope of the agent's authorized activities.

Aside from the uses described above, all other uses must be authorized in writing as provided in this policy. Authorization will be provided only when the requested use is clearly in the best interests of the University. (See section V., Delegated Authority.)

D. University's Name/Campus' Name

1. The Senior Vice President-Business & Finance 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.
The Senior Vice President-Business and Finance is responsible for reviewing and authorizing requests to use the University's name or Unofficial Seal for noncommercial and commercial purposes, including the manufacture and distribution of commercial products.

2. 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. 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.

3. The Chancellor is delegated authority to permit use of the San Diego campus name (e.g., University of California, San Diego), and/or abbreviations (e.g., UCSD), or any other name of which said designations or abbreviations are a part. Approved uses of the campus’ name for noncommercial and commercial purposes are as follows:

a. Non-Commercial Use

- By Campus Organizations and Groups

  Campus organizations and groups may use the campus’ name for noncommercial purposes, as follows:

  - Registered Student Organizations are authorized to use the campus’ name for purposes of identification, as outlined in the UCSD Policies Applying to Campus Activities, Organizations and Students (17.12 - 12.12.13) "A registered student organization shall not use the name of the University of California, University of California, San Diego, or abbreviations thereof as a part of its own name except in accordance with University policies and UCSD regulations. Permission to use the name, seal or insignia of the University of California, San Diego, or any abbreviation thereof as part of a registered student organization's name may be granted only by the Chancellor or his/her designee. Permission, when granted, does not impart (expressly or by implication) any endorsement or sponsorship by the University; in appropriate circumstances, permission may be made conditional upon a requirement of an express statement that UCSD or the University does not endorse or sponsor a particular activity. Permission to use the name of the University of California, San Diego, may be withdrawn by the Chancellor, or designee, at any time. The geographical designation "at UCSD" may be used by any student organization as part of its name without obtaining special approval."

- Registered University Organizations such as staff associations are authorized to use the campus’ name for purposes of identification.
• Recognized Support Groups are authorized to use the campus’ name, as outlined in the UC Policy on Support Groups, Campus Foundations, and Alumni Associations.

Campus organizations and groups may not use the University’s or campus’ name, or their affiliation with the University, in any manner which suggests, implies, or indicates University endorsement, support, favor of, association with, or opposition to any activity, program, event, policy, political and/or social movement, product, service, candidate for political office, or the like. In circumstances presenting the potential for implication of any of the foregoing, a disclaimer is required. (See section VI, Disclaimer.)

Use of the University’s name and campus’ name by other independent organizations and groups is prohibited.

• By Individual Employees

An employee may use the University’s and campus’ names in making a true and accurate statement of his or her relationship with, or employment by, the University in the course of application for other employment, or stating the employee’s experience or qualifications for any academic, governmental, business, or professional credit or enrollment.

Employees may not use the University’s or campus’ name, or their affiliation with the University, in any manner which suggests, implies, or indicates University endorsement, support, favor of, association with, or opposition to any activity, program, event, policy, political and/or social movement, product, service, candidate for political office, or the like. In circumstances presenting the potential for implication of any of the foregoing, a disclaimer is required. (See section VI, Disclaimer.)

4. Commercial Use

1. Advertising that displays, lists, or suggests the University or campus as a user or endorser of any product or service is prohibited. Advertising which identifies the University or campus as a source of research information on which a commercial product, program, or publication is based or derived or advertising which evaluates or analyzes a commercial product, program, or publication is prohibited. Use of University or campus name must be limited to true and accurate statements regarding the University or campus, and the relationship with the advertiser, or the research by the University relating to the advertiser’s product. This prohibition extends to advertising using any University or campus seal, name, picture, landmark building, trademarks, or other indicia. Approval of an exception to this policy may be granted only in writing, as provided in this policy. (See paragraph V. Delegated Authority.)
2. All commercial use of the campus’ name and trademarks is permitted only by license or authorization. Such uses include the manufacture, distribution, marketing, and advertising of all commercial and consumer products (e.g., clothing, souvenir items, gifts, printed matter, and other emblematic merchandise) and services bearing the campus’ name or trademarks. See Section V. Delegated Authority.

3. Manufacture and distribution of all commercial products bearing the name or unofficial seal of the University of California, as distinguished from that of the campus, is governed by the Office of the President and cannot be authorized by campus authority.

V. DELEGATED AUTHORITY FOR USE OF THE UNIVERSITY’S AND CAMPUS’ NAMES, SEALS, AND TRADEMARKS

A. The Chancellor is responsible for reviewing and authorizing requests to use the Unofficial Seal, UCSD Seal, campus’ name, and San Diego trademarks.

B. The Chancellor has delegated the authority for the use of the Unofficial Seal, the UCSD Seal, campus’ name and San Diego trademarks in business and commercial areas to the Vice Chancellor-Business Affairs and Vice Chancellor-External Affairs. The Vice Chancellor-Business Affairs has redelegated the authority for use of the campus’ name and San Diego trademarks in business and commercial areas to the Bookstore Manager and the Assistant Vice Chancellor-Auxiliary & Plant Services.

C. The Bookstore’s Office of Trademark Licensing is responsible for:

1. Reviewing and authorizing the use of the campus’ name, UCSD seal, and San Diego trademarks in the manufacture, distribution, marketing, and advertising of commercial and consumer products and services.

These products and services are authorized by the Bookstore’s Office of Trademark Licensing through the execution of an appropriate licensing contract in a form approved by General Counsel. The Licensing Director will be responsible for all administration of contracts, expenses, collection, and management of income for all licensed commercial uses, and monitoring and enforcing the proper use of the campus’ name, UCSD seal, and San Diego trademarks.

Review of advertising shall encompass all advertising media, including print, radio, television, and Web sites. When in the judgment of the licensing director, the requested use of the campus’ name is a true and accurate statement of fact, and when such use is in the best interests of the University and the campus, the licensing director may approve such requests. Non-routine matters or matters with campus-wide significance will be referred to the appropriate Vice Chancellor.
2. Reviewing requests for exceptions to these policies and coordinating those requests with the appropriate Vice Chancellor.

3. Coordinating the submission to the Senior Vice President-Business and Finance, of requests to use the University's name or Unofficial Seal, as distinguished from that of the campus.

Nonroutine matters, matters with campus-wide significance, or non-merchandising matters will be referred to the appropriate Vice Chancellor.

D. The Assistant Vice Chancellor University Communications will review uses of the campus’ name or trademarks in the media, and in motion pictures or television broadcasts, or other promotional contexts for film shoots which identify the campus, and may authorize these uses for goodwill advertising in the best interests of the University. When such proposed use is not a question of University public relations or goodwill, the Assistant Vice Chancellor will determine if the requested use may be licensable. Nonroutine matters or matters with campus-wide significance will be referred to the appropriate Vice Chancellor.

E. Purchasing officers, and other campus authorities responsible for contracting with commercial entities are responsible for ensuring that corporate funding agencies and suppliers of goods and services are advised of State of California Education Code Section 92000, and the restrictions on the use of the University's name, and campus’ name and trademarks contained in this policy. Contracts involving the use of the campus’ name and trademarks in commercial activities will be referred to the Bookstore's Office of Trademark Licensing for review and authorization. (See C. above.)

F. The Vice Chancellor-External Relations is responsible for authorizing, monitoring, and controlling use of the campus’ name by recognized support groups, in accordance with the UC Policy on Support Groups, Campus Foundations, and Alumni Associations and the Administrative Guidelines for Support Groups.

VI. DISCLAIMER

If there is any possibility that the use of the University's or campus’ name, Unofficial Seal, UCSD Seal, and/or San Diego trademarks by campus organizations or groups or individual employees might be construed to imply University endorsement, support, favor of, association with, or opposition to any activity, program, event, policy, political and/or social movement, product, service, candidate for political office, or the like, said organization, group, or individual employee must first consult with the appropriate official listed in section V. above. Further, such group, organization, or individual must issue a disclaimer of University involvement in a form and manner required by such official.