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## UCLA Policy 110: Use of the University's Names, Seals, and Trademarks

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Issuing Officer: Administrative Vice Chancellor

Responsible Dept: Administrative Vice Chancellor's Office

Effective Date: July 1, 1998

Supersedes: UCLA Policy 010, dated 7/1/88

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### I. REFERENCES

### II. BACKGROUND

### III. DEFINITIONS

### IV. STATEMENT

### V. RESPONSIBILITIES

## I. REFERENCES

1. State of California Education Code, Section 92000;
2. Delegations of Authority to Campus Designees from Chancellor Young, July 1, 1988: Use of the Campus Name and the University's Unofficial Seal, to Administrative Vice Chancellor Schultze;
3. Delegations of Authority to Campus Designees from Chancellor Young, July 1, 1988: Use of the University Affiliation by Faculty and Non-Senate Academic Personnel to Vice Chancellor, Faculty Relations Horowitz;
4. Delegations of Authority to Campus Designees from Chancellor Young, July 1, 1988: Use of the Campus Name and the University's Unofficial Seal on Commercial Products to ASUCLA Executive Director Reed;
5. Delegations of Authority to Chancellors from President Gardner, May 3, 1985: Policy to Permit Use of the University's Name;
6. Delegations of Authority to Chancellors from President Gardner, May 3, 1985: Policy to Permit Use of the Unofficial Seal;
7. UCLA Policy 190, UCLA Support Groups;
8. Activity Guidelines: UCLA Services and Facilities Regulations. See also Center for Student Programming, Policies and Guidelines for Organizations.

## II. BACKGROUND

This policy is issued to clarify the permissible uses, as well as restrictions on the uses, of the University's Names, and seals, and Campus Names and Trademarks, and to clarify authority for permissions and licenses required in connection with authorized use pursuant to this policy.

## III. DEFINITIONS

**University's Names:** University of California, the abbreviation UC, and any other name or abbreviation that has University-wide application or is a concern to more than one campus.

**Campus Names:** University of California, Los Angeles, abbreviations (e.g., UCLA), or any other name of which said designations or abbreviations are a part.

**Trademarks:** Federal and California Trademark registrations of UCLA and UCLA Bruins.

## **IV. STATEMENT**

### **A. State of California Law**

The name, University of California, is the property of the State of California under the Education Code, Section 92000, and permission of The Regents of the University of California is required to use the University's Names, including Campus Names, for commercial or non-commercial purposes, and for use by groups and/or individuals, as outlined in this policy.

### **B. Trademark Law**

The Regents of the University of California also own Federal Trademark Registration of UCLA and UCLA Bruins in both block and script style in nearly all consumer product categories. California State Trademark Registrations are owned for UCLA in block and script styles and for UCLA Bruins. Unauthorized use of these Trademarks may constitute an infringement of the rights afforded The Regents under the State and Federal trademark law. In addition, The Regents claim rights to all graphic representations of UCLA, University of California Los Angeles, Bruins, and to Campus mascot illustrations.

### **C. Authorized Seals**

The official seal of the University of California is considered property of The Regents and its use is reserved for diplomas, letterhead and other corporate materials. The unofficial seals are used as an element of design for a variety of University and commercial uses.

### **D. Use by Campus Organizations and Groups**

Non-commercial use of the Campus Names by registered affiliated organizations and by recognized support groups such as professional associations, employee organizations, athletic, cultural, and other interest groups is permitted. Use of the Campus name by approved support groups is provided for in Policy 190. Use of the Campus Names by registered affiliated organizations is permitted as outlined in the UCLA Activity Guidelines. Use of the University's Names and the Campus Names by other independent organizations and groups is prohibited.

### **E. Individual Use by Campus Employees**

Employees may not use the University's Names, or Campus Names, or their affiliation with the University in any manner which suggests or implies University support or endorsement of any movement, activity or program. In circumstances where there is potential for University endorsement or support to be construed from an individual's use, a disclaimer is required (see item K. in Section V.).

An employee may use the University's Names and Campus Names in making a true and accurate statement of his/her relationship with, or employment by, the University of California 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.

### **F. Commercial Use**

1. Advertising that displays or lists the University as a user of any product or service or as the source of research information on which a commercial product, program or publication is based is prohibited. This prohibition extends to advertising using any name, picture, landmark, building or other indicia. Approval of an exception to this policy may be granted only in writing as provided in this policy (see items B. and H. in Section V.).

2. All commercial use of Campus Names and Trademarks, including the manufacture and distribution of all commercial and consumer products (e.g., clothing, souvenir items, gifts, printed matter, and other emblematic merchandise), or services, bearing the Campus Trademarks, is permitted only by license or authorization from the Executive Director of ASUCLA. All such licensed or authorized products must be distributed through the campus stores or by authorized licensees of ASUCLA.
3. Manufacture and distribution of all commercial products bearing the name and/or corporate seal of the University of California, as distinguished from that of the Los Angeles Campus, is governed by the Office of the President and cannot be authorized by campus authority (see item A. in Section V.)

#### **G. Unauthorized Use**

Unauthorized use of the University's Names and the Campus Names, unofficial seals, or Trademarks, or uses contrary to this policy, will be investigated and the restrictions set forth in this policy will be enforced by all reasonable and legal means by responsible campus officials (see item E. in Section V.).

#### **V. RESPONSIBILITIES**

- A. The Senior Vice President, Administration is responsible for reviewing and approving requests to manufacture and distribute all commercial products bearing the University's Names and/or official corporate seal of the University of California, as distinguished from the Campus Names or Trademarks or the unofficial seals.
- B. The UCLA Administrative Vice Chancellor is responsible for:
  1. Reviewing and approving the use of the University's Names, Campus Names, and the unofficial seals in all contexts by non-University entities, except uses involving the manufacture and distribution of commercial products as described in Section V., items A. and C.;
  2. Reviewing and approving requests from Campus staff employees to use their University affiliation in outside consultative or commercial activities.
- C. The Executive Director, ASUCLA is responsible for reviewing and authorizing the use of the Campus Names, the unofficial University seals and the Trademarks in the manufacture and distribution of commercial and consumer products. These products and services are authorized by the Executive Director through the execution of the appropriate licensing contract, in a form approved by General Counsel. The Executive 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 Names and Trademarks, and use of the unofficial seals.
- D. The Vice Chancellor, Academic Personnel is responsible, in coordination with the Vice Chancellor, Research, for reviewing and approving the use of the University's Names and Campus Names and affiliation by faculty and non-senate academic personnel in outside consultative or commercial activities.
- E. General Counsel is responsible for reviewing and providing legal services on all matters pursuant to this policy, and to concur with actions and to review agreements by the various persons delegated responsibility over the use of the University's Names and seals, Campus Names, and Trademarks. University Counsel is further responsible for notifying individuals, employees and organizations who use the University's Names, seals, Campus Names or Trademarks without authorization, or in a way contrary to this policy, to obtain authorization

or to cease-and-desist. This responsibility includes taking all legal action if necessary to enforce these restrictions.

- F.** Contract and Grant Officers, 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 University's Names, Campus Names and Trademarks contained in this policy.
- G.** Contract and Grant Officers are responsible for reviewing requests by corporate funding agencies for use of the University's Names and Campus Names. When, in the judgment of the Officer, the use of the name requested is a true and accurate statement of fact and when such use is not contrary to the interests of the University and the Campus, Officers may approve such requests.
- H.** The Assistant Vice Chancellor, University Communications is responsible for reviewing proposed use of the University's Names and Campus Names by vendors in advertisements, use in motion pictures or television broadcasts and other promotional contexts, and, use in connection with permits issued by Event Management for film shoots which identify the Campus. The Assistant Vice Chancellor 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 Executive Director, ASUCLA will be consulted to determine if the requested use may be licensable.
- I.** Deans, Directors, and Administrative Officers are responsible for bringing any suspected unauthorized use of the University's Names, Campus Names, or Trademarks, or uses otherwise contrary to his policy, to the attention of the responsible officials noted in this section.
- J.** Student Affairs Officers are responsible for monitoring and controlling use of the University's Names and Campus Names by Campus Student Organizations in accordance with the UCLA Activity Guidelines.
- K.** Employees are responsible for issuing an appropriate disclaimer, concurrent with the use of the University's Names or Campus Names, declaring in substance that the University is not involved in a particular product, activity or program, in those circumstances where a statement of the employee's University relationship might be construed as implying the University's endorsement, advancement, support, or opposition of any movement, activity, or program. Employees should consult with the appropriate Vice Chancellor if any doubt exists regarding the requirement for a disclaimer.

**Issuing Officer**

**/s/ Peter W. Blackman**

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**Administrative Vice Chancellor**

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**Questions concerning this policy or procedure should be referred to  
the Responsible Department listed at the top of this document.**

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