

UC Davis Policy and Procedure Manual

Chapter 310, Communications and Technology

Section 65, Use of the University's Name, Seal, and Other Trademarks

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Responsible Department: Offices of the Chancellor and Provost

Source Document: State of California Education Code, Section 92000; Bylaw 2 of The Regents of the University of California; Bylaw 3 of The Regents of the University of California

I. Purpose

The purpose of this policy is to define the permitted uses, and restrictions on the uses, of the University of California name and seal and the UC Davis name, seal, and trademarks. The policy also identifies the appropriate offices on campus and in the UC Office of the President from which to seek authorization for use of the name, seal, and trademarks and to arrange for licensing of the name, seal, or trademarks. This policy and the guidelines set forth herein apply to all media, including print, radio, television, video, motion pictures, and all forms of electronic media (e.g., Internet websites and electronic mail).

II. Background

The UC and UCD names and seals are afforded protection by State law, University policy, and State and Federal trademark law. 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. Violation of Section 92000 is a misdemeanor. UCD logos, designs, and visual images are 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.

III. Policy

A. Authority

1. The Senior Vice President--Business & Finance is authorized to permit use of the name "University of California," the abbreviation "UC," or any other name or abbreviation that has Universitywide application or is of concern to more than one campus, or any other name of which such designations or abbreviations are a part.
2. Concurrence of Campus Counsel is required before permission is granted for either commercial use of the name of the University of California or noncommercial use by organizations and groups.
3. The Chancellor and the Provost & Executive Vice Chancellor are authorized to permit use of the name "University of California, Davis," the abbreviation "UC Davis" or "UCD," or any other name of which such designations or abbreviations are a part.
4. The official corporate seal of the University is used in connection with transactions of the business of The Regents and of the University. It is used on University diplomas, letterhead, and other corporate materials as authorized by the Secretary of The Regents.
5. The Senior Vice President--Business & Finance is authorized to permit use of the unofficial seal (a replica or stylized version of the corporate seal with the words "Seal of"

deleted) for any official Universitywide application or whenever such use concerns more than one campus.

6. The Chancellor and the Vice Chancellor--University Relations are authorized 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. The use of UC Davis logos is preferred for most purposes.

B. Commercial use

1. Approval shall not be given to 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. (See also Section 270-25.)
2. Manufacture and distribution of all commercial products (e.g., clothing, pennants, drinking glasses, mugs) bearing the name, decorative seal, trademarks, or other identifier (e.g., the term "Cal Aggie") of the campus shall be permitted only under a license granted by the campus.
 - a. The Student Affairs Office is responsible for coordination of the UCD trademark program, including licensing of manufacturers of products bearing UCD trademarks and monitoring to protect against the use of trademarks on counterfeit merchandise.
 - b. Commercial vendors and distributors must receive their merchandise from a licensed manufacturer.
 - c. On-campus sales, including web sales, of such merchandise are the exclusive right of the UCD Bookstore.
 - d. Departments may not conduct sales either directly or through a third-party. Exceptions to allow departmental sales may be granted by the Commercial Activities Advisory Group under certain conditions (for example, sales of department T-shirts at Picnic Day).
 - e. University-controlled funds shall be used to purchase such products from the UCD Bookstore or licensed manufacturers, vendors, or distributors only.
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--Business & Finance. In approving such request, the Senior Vice President--Business & Finance 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.

C. Noncommercial use by organizations and groups

1. The following types of campus organizations may be permitted, with the approval of the Chancellor, to use the name of the University of California, Davis, or an abbreviation

thereof, as part of its own name: constituent organizations, UCD Support Groups, alumni organizations, and competitive sports clubs. (See Section 270-05 for definitions.)

2. Any campus organization may use, without prior approval, the name of the University of California, Davis, or an abbreviation thereof as part of its own name only to describe location (e.g., "at UC Davis"). Terms such as "campus" or "Davis campus" may be used by any campus organization as part of its own name without approval.
3. A campus organization may state that its membership is composed of students, faculty, or staff of the University, but it shall not indicate or imply that it is acting on behalf of the University.
4. Events or activities presented by campus organizations may not be advertised or promoted in such a way as to suggest that the function is sponsored or endorsed by the University, unless prior approval has been obtained from the office responsible for coordinating the organization's relationship with the University.
5. Permission for use 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.

D. 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.

Refer also to Section 310-55 regarding use of University stationery.

E. Use for religious or political activities

1. No person may use the University's name, insignia, unofficial seal, address (including the address of any of its offices or units), or the University title of a faculty or staff member, when that person has good reason to believe that such use might reasonably be construed to imply the University's support for his or her position on a religious or political subject.
2. Use of the University's name or of University titles purely for legitimate identification purposes or in a return address is not prohibited by this section, but such use must be accompanied by an explicit statement that the user is acting in a private capacity and not

as a representative of the University or any of its offices or units, if it might otherwise reasonably be construed as implying the support, endorsement, or opposition of the University with regard to any religious or political activity or issue.

Refer also to Sections 270-20, 310-50, and 310-55.

F. Use of Athletic Marks

1. The campus athletic marks, which contain images of the mustang mascot, shall be used only for sports programs, student activities (including student recruitment publications), and licensed goods for sale for which the campus received royalty payments.
2. The athletic marks shall not be used to identify campus academic or administrative units, programs, or individuals.

IV. Procedures

A. Permission to use the University's name

Send requests in writing to the Assistant Vice Chancellor--University Communications. The Assistant Vice Chancellor--University Communications will obtain additional approvals when appropriate.

B. Permission to use the University's unofficial seal

For use for official University purposes, contact the Director of Editorial/Design. Requests for use of the unofficial seal for non-University purposes should be submitted in writing to the Assistant Vice Chancellor--University Communications. The UC Davis Publication Standards Guide (<http://pubguide.ucdavis.edu>) defines the preferred uses of the unofficial seal and campus logotypes.

C. Requests to use UCD trademarks

Requests for licensure to use UCD trademarks on commercial products are submitted to the trademark licensing coordinator, Student Affairs Office.

V. Further Information

- A. Contact the Office of Student Affairs for a listing of all campus names and marks currently registered with the U.S. Department of Commerce, Trademark Program.
- B. For further information regarding trademarks, or assistance in coordinating registration of new trademarks, contact Technology Transfer Services at (530) 757-3432.

VI. References

- A. State of California Education Code, Section 92000.
- B. UC Office of the President:
 1. Bylaw 2 of The Regents of the University of California, Corporate Seal.

2. Bylaw 3 of The Regents of the University of California, Unofficial Seal.
 3. Delegation of Authority--Policy to Permit Use of the University's Name, DA0864, 5/3/85.
 4. Delegation of Authority--Policy to Permit Use of the Unofficial Seal, DA0865, 5/3/85.
 5. UC Policies Applying to Campus Activities, Organizations, and Students, 12/14/04.
 6. UC Code of Conduct for Trademark Licensees, 1/5/00.
- C. UCD Policy and Procedure Manual:
1. Section 250-04, Distribution of Copyright-Protected Materials Produced under University Auspices.
 2. Section 270-20, Use and Reservation of University Properties and Event Arrangements.
 3. Section 270-25, Commercial Activities.
 4. Section 310-40, University Communications: Publications, Graphic Standards, and Media Relations.
 5. Section 310-50, Communications with Government Officials.
 6. Section 310-55, University Stationery and Business Cards.
 7. Section 330-95, Misuse of University Resources.
- D . Logo, seal, and Aggie athletic marks: Usage Guidelines,
(http://ucomm.ucdavis.edu/pubguide/usage_guidelines.html).