

UC Santa Barbara
Policies

Policy 5010

Issuing Unit: Administrative Services

Date: July 1, 1985

USE OF THE UNIVERSITY'S NAME

I. REFERENCES:

President Gardner's Delegation of Authority--Policy to Permit Use of the University's Name, dated May 3, 1985.

II. POLICY:

A. Authority:

1. The Chancellor or his designee is authorized, within his area of jurisdiction, to permit use of campus names (e.g., University of California, Santa Barbara), and/or abbreviations (UCSB), or any other name of which said designations or abbreviations are a part. The Chancellor or his designee are to be guided by the provisions of the policy considerations below.
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. This concurrence can be fulfilled by use of Attachment A. 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.

B. 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 designee. All such manufactured products shall be produced only after prior express permission of the Chancellor and must be distributed exclusively through the UCen Bookstore or authorized distributors operating under a franchise granted by the Chancellor. Other

authorized distributors must receive their merchandise through the UCen Bookstore.

3. Requests for manufacture and distribution of all commercial products bearing the name and/or unofficial 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.

C. 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, refer to University of California at Santa Barbara Campus Regulations 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 or 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 other campuses (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.

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.

III ATTACHMENT:

- A. Revocable License to Use the Name of the University of California

For questions or comments regarding the format of the above information, please contact webcontact@ucsbuxa.ucsb.edu.

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