

REQUEST TO USE THE NAME, SEAL, OR LOGO(S)  
OF THE UNIVERSITY OF CALIFORNIA, SANTA BARBARA  
ON APPAREL AND OTHER PRODUCTS

Use of the University's name on apparel and other products (such as mugs, bags, pens, etc) whether by individuals, nonprofits, or profit organizations is governed by University policy on the use of its name and the UC Code of Conduct, trademark law, and the Education Code of the State of California, Section 92000. Only the Chancellor and the University Bookstore Director have delegated authority to approve the use of the name, seal and logo(s) of the University of California Santa Barbara on apparel and other products.

All items bearing the UCSB name or logo, whether for resale, giveaways, gifts or internal use, require licensed art approval thru Learfield Licensing. Items must be noted with the registered trademark symbol, ®.

Only vendors that have certified their compliance with the UC Code of Conduct may produce products bearing the University's trademarks. Vendors licensed through the Learfield Licensing have been certified. For a list of approved vendors, visit the [Learfield Licensing website](#).

If you would like to apply for a license, please complete an application found on Learfield Licensing website under Quick Links: <http://learfieldlicensing.com/>

If you have any questions about the process, you may contact Carol Drete by telephone 805-893-5601, by email at [carol.dreste@ucsb.edu](mailto:carol.dreste@ucsb.edu) or by mail at the University Bookstore, Attention: Carol Drete, University of California, Santa Barbara, California 93106-6055.