

April 21, 2020

Vice Chancellor-University Advancement

### **Delegation of Authority–Policy to Permit Use of the University's Name**

In a letter dated May 3, 1985 ([DA0864](#)), the President delegated to Chancellors the authority to permit the use of campus names (*e.g.*, University of California-Riverside) and/or (*e.g.*, UC Riverside, UCR), or any other name of which said designations or abbreviations are included. Effective as of the date above, **I hereby re-delegate this authority to the Vice Chancellor of University Advancement (VCUA).**

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In the absence of the VCUA, and when time is of the essence, then the Assistant Vice Chancellor of University Communications and Chief Communications Officer (AVC/CCO) is authorized to act on behalf of the VCUA. In such an event, the AVC/CCO will advise the VCUA, via email, of the action being taken.

In reaching a decision to grant or withhold permission for use of the campus name or abbreviation, one should be guided by the following policy considerations:

#### **Commercial Use**

1. Approval shall not be given for advertising listing the campus 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 campus. If any doubt exists as to whether the use of the campus's name will contribute to the best interests of the campus, the permission shall be withheld.
2. Manufacture and distribution of all commercial products (*e.g.*, 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 designated representative. All such manufactured products shall be produced only after prior express permission of the Chancellor and must be distributed exclusively through the campus bookstore or authorized distributors operating under a franchise granted by the Chancellor. Other authorized distributors must receive their merchandise through a designated campus bookstore.

#### **Non-Commercial Use by Organizations and Groups**

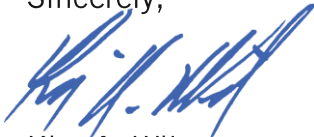
1. Use of the campus's name to designate such groups as professional associations, employee organizations, athletic, cultural, and other interest groups may be granted when deemed to be in the best interests of the campus. (For use of the campus's name by registered campus organizations, see latest edition of University of California Policies Applying to Campus Activities, Organizations, and

Students). If any doubt exists as to whether the use will contribute to the best interests of the campus, 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 campus; in appropriate circumstances permission may be made conditional upon a requirement of an express statement that the campus does not endorse or sponsor the particular activity.
  - b. Any obligation to provide budgetary support or office space.
3. 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 campus 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.

This delegation supersedes all previous delegations on the subject. It may not be further re-delegated.

Sincerely,



Kim A. Wilcox  
Chancellor

cc: Office of the Vice Chancellor of University Advancement  
UCR Delegation of Authority Coordinator