



OFFICE OF THE CHANCELLOR

UNIVERSITY OF CALIFORNIA, MERCED  
OFFICE OF THE CHANCELLOR  
5200 N. LAKE ROAD  
MERCED, CA 95343  
TEL: (209) 228-4417  
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March 28, 2012

BOOKSTORE DIRECTOR

RE: Delegation of Authority – UCM DA 097

Effective immediately, pursuant to authority delegated to me by the UC Merced Chancellor, I delegate to you the following authority, which may not be redelegated by you:

Authority to permit the use of the University of California, Merced name, or abbreviations thereof, and the unofficial campus seal, in association with or without the golden bobcat mascot, in conjunction with the manufacture and distribution of commercial products being sold through the UC Merced Bobcat Bookstore. (Pursuant to DA #0864 and DA #0865).

Authority to enter into licensing agreements, routine as to legal form, relating to the licensing for commercial use of the campus golden bobcat mascot together with or separate from the unofficial University of California, Merced seal or any version of the campus name. (Pursuant to DA #1058)

This authority is granted under the condition that any such agreement must be reviewed and approved by the UC Merced Purchasing Department prior to execution of the agreement.

Any royalties collected under any licensing agreements entered into pursuant to this delegation shall be deposited with the Chancellor's office for the Chancellor's discretionary use.

This delegation ~~supersedes Delegation~~ UCM DA 043 issued December 14, 2005.

~~Jane Fiori Lawrence~~  
Vice Chancellor for Student Affairs

cc: Purchasing Director Cindi Deegan

# DA 0864

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May 3, 1985

## **CHANCELLORS LABORATORY DIRECTORS SENIOR VICE PRESIDENT--ADMINISTRATION**

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

Effective immediately, authority to permit the use of the University's name is delegated as follows:

1. Each Chancellor is delegated, within his area of jurisdiction, authority to permit use of campus names (e.g., University of California, Davis), and/or abbreviations (e.g., UCLA), or any other name of which said designations or abbreviations are a part.
2. The Senior Vice President--Administration is delegated authority to permit use of the name "University of California", the abbreviation "UC", any other name or abbreviation that has Universitywide application or is of concern to more than one campus, or any other name of which said designation or abbreviation is a part.
3. The Directors of the DOE Laboratories are delegated authority to permit use of the University's name in connection with activities, products, or services at each of the installations under their jurisdiction.
4. 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 the attached form. 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.

In reaching a decision to grant or withhold permission for use of the University's name or an abbreviation, Officers are to be guided by the following policy considerations:

#### **A. 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 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.

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--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.

## B. 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, 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 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 of 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 another (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.

## C. 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.

This delegation of authority supersedes that issued on this subject on April 8, 1983. Any redelegation of this authority shall be in writing with a copy to the Director--Coordination and Review.

David Pierpont Gardner

Attachment

cc: Members, President's Cabinet  
Director--Coordination and Review  
Principal Officers of The Regents

REVOCABLE LICENSE TO USE THE NAME OF  
THE UNIVERSITY OF CALIFORNIA

WHEREAS, Education Code of the State of California Section 92000 prohibits the use of the name of the University of California, or any abbreviation of this name or any name of which the name "University of California" is a part, for certain purposes; and

WHEREAS, \_\_\_\_\_, (hereinafter referred to as Licensee) is desirous of using the name of the University of California, or an abbreviation thereof, in the following style and for the following purpose:

\_\_\_\_\_  
\_\_\_\_\_:

NOW THEREFORE, The Regents of the University of California agrees to and does hereby grant a revocable license to Licensee to use the name of the University of California only and expressly in the style and for the purpose to which reference hereinabove has been made.

In consideration of the granting of this revocable license, Licensee agrees to indemnify and hold harmless The Regents of the University of California, officers, employees, servants, or agents thereof, from any and all liability arising from the use of the name pursuant to this license.

Licensee also agrees that in the exercise of this license, it will not state or imply either directly or indirectly that the licensee or the licensee's activities are supported, endorsed, or sponsored by the licensor and, upon the direction of the licensor, shall issue express disclaimers to that effect.

It is understood that this license may be revoked at will.

Dated: \_\_\_\_\_ .

THE REGENTS OF THE UNIVERSITY OF  
CALIFORNIA

By \_\_\_\_\_

LICENSEE

By \_\_\_\_\_

# DA 0865

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May 3, 1985

**CHANCELLORS  
LABORATORY DIRECTORS  
SENIOR VICE PRESIDENT--ADMINISTRATION**

**Delegation of Authority--Policy to Permit Use of the Unofficial Seal**

Effective immediately, authority granted to the President of the University under Bylaw 3.1 of The Regents to permit use of the unofficial seal is delegated as follows:

1. Each Chancellor and Laboratory Director is delegated, within their areas of jurisdiction, authority 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.
2. The Senior Vice President--Administration is delegated authority to permit use of the unofficial seal for any official systemwide application or whenever such use concerns more than one campus.

Two versions of the unofficial seal<sup>1</sup>, as shown in the attachment to this delegation, are authorized for use in printed matter. One is a replica of the corporate seal<sup>2</sup>, with the words "Seal of" deleted; the other is a simplified version, designed as an alternative for use whenever more consistent with a typographic design.

Use of the unofficial seal related to the manufacture and distribution of commercial products continues to be governed by the following provisions of Paragraph A.3. of Delegation of Authority--Policy to Permit Use of the University's Name, revised May 3, 1985.

Requests for manufacture and distribution of all commercial products bearing the name/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--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.

Questions related to use of the unofficial seal which are not covered by this policy are to be referred to the Senior Vice President--Administration<sup>3</sup>.

This delegation supersedes the delegation on this matter issued April 8, 1983. Any redelegation of this authority shall be in writing with a copy furnished to the Director--Coordination and Review.

David Pierpont Gardner

Attachment

cc: Members, President's Cabinet  
Director--Coordination and Review  
Principal Officers of The Regents

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<sup>1</sup> The "simplified version" has been removed, since technology now permits greater design flexibility.

<sup>2</sup> The corporate seal is used only by The Regents. The "unofficial seal" is the same design with the words "Seal of" omitted.

<sup>3</sup> Questions about the use of the seal may be directed to Universitywide Policy Coordinator .



**The "unofficial" seal of the University of California**

# DA 1058

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December 30, 1991

## **CHANCELLORS**

### **SENIOR VICE PRESIDENT--ADMINISTRATION**

### **VICE PRESIDENT--AGRICULTURE AND NATURAL RESOURCES**

#### **Delegation of Authority--Execution of Agreements**

The authority granted to the President under Section 100.4(dd) of the Standing Orders of The Regents is delegated to you, within your areas of jurisdiction, as it pertains to the execution of the various service agreements required with outside organizations, agencies, and individuals to implement approved programs and activities, whether the University is the supplier or recipient of the service covered by the agreement. Within the scope of this delegation, you are authorized to negotiate and execute all such agreements except those which contain provisions falling within the restrictions and limitations set forth in Standing Order 100.4(dd), or require approval of The Regents because of specific Regental policy, or require approval by the President pursuant to specific memoranda issued from time to time. Notwithstanding Standing Order 100.4(dd)(10), you may execute State of California Standard Agreements (Form STD 2<sup>1</sup>) which include an indemnity clause under which the University assumes liability for the conduct of persons other than University personnel.

This delegation is not to be used for transactions which are covered under those authorities delegated in the August 8, 1985, delegation concerning the execution of purchase contracts, subcontracts, and standard purchase orders for goods and services to be supplied to the University (DA 0878); the December 21, 1987, delegation concerning real property rental agreements (leases) (DA 0951); the March 29, 1988, delegation to solicit and accept or execute certain extramural grants and contracts (DA 0957); the December 8, 1986, delegation concerning affiliation agreements with other institutions or hospitals (DA 0916); the March 24, 1986, delegation to solicit and accept gifts (DA 0894); and those delegations established in Business and Finance Bulletins such as BUS-34, Securing the Services of Independent Consultants, or in University policies such as the University of California patent policy or the University copyright policy.

This delegation to negotiate and execute service agreements includes, but is not limited to, the following types of agreements:

- Agreements for concerts, lectures, rental of films, and various theatrical or musical productions.
- Agreements with California schools and/or school districts for teacher training programs.
- Agreements with outside agencies covering the use of facilities and instructors for regular University courses.
- Memoranda of Understanding with counties of the state of California to conduct Cooperative Extension Service educational programs.
- Agreements with outside organizations for employee development assignments.
- Agreements with nonprofit agencies for employment of students under the Work-Study Program.
- Agreements for student health insurance coverage.
- Intercollegiate athletic agreements (except coaching contracts).

All agreements under this delegation must be executed in accordance with the applicable University policies and procedures governing the particular transaction, including, but not limited to, *Business and Finance Bulletins*, University policies, and relevant guidelines issued by the appropriate functional areas within the Office of the President. All agreements must be approved as to legal form by the General Counsel prior to execution unless previously approved by that office and issued without revision.

The authority provided by this delegation is broad and should be exercised with discretion. Therefore, redelegation should be limited to appropriate levels of authority. Any redelegation shall be in writing, with a copy to the appropriate Vice President, the Special Assistant--Coordination & Review, the General Counsel of The Regents, and the Secretary of The Regents.

This delegation is effective immediately and supersedes President Saxon's April 25, 1980, delegation to Chancellors, the Vice President--Agriculture and University Services, the Executive Assistant to the President, and the Vice President--Financial and Business Management on the same subject (DA 0668).

David Pierpont Gardner

cc:

Laboratory Directors  
Members, President's Cabinet  
University Controller  
Special Assistant--Coordination & Review  
Principal Officers of The Regents

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<sup>1</sup> Form STD 2 is no longer in use.