May 13, 2011

VICE CHANCELLOR – ADMINISTRATION & FINANCE

RE: Delegation of Authority for Use of the Campus’ Name, Berkeley Seal and Berkeley Trademarks in Business and Commercial Areas (DA 0864 and DA 0865)

In accordance with President Gardner’s May 3, 1985 delegation of authority to Chancellors, I hereby re-delegate to you the authority for use of the campus’ name, Berkeley Seal and Berkeley Trademarks in business and commercial areas. Such use shall be in conformance with the Policy on the Use of the University’s Name, Seals and Trademarks, dated January 22, 1998 (attached). Consultation with the Chancellor will be required for any uses which are possibly politically or socially controversial.

This delegation supersedes the previous delegations of March 1, 2006 and February 1, 2010, regarding these same authorities, to VC Brostrom and VC Yeary, respectively.

Please contact Campus Delegations Coordinator Cindy Major in the Chancellor’s Communications and Resource Center at 642-3115 or via email to cmajor@berkeley.edu with any concerns you may have regarding this delegation of authority.

Yours sincerely,

Robert J. Birgeneau

Attachments: President Gardner’s May 3, 1985 letters – DA 0865 & DA 0864
Policy on use of University’s Name, Seal & Trademarks, January 22, 1998

cc: Chief Campus Counsel C. Patti (w/o atts)
Interim Associate Vice Chancellor – Finance & Controller D. Regalia (w/o atts)
Associate Chancellor B. FitzPatrick (w/o atts)
Director Maria Rubinshteyn – OMBO (w/o atts)
Campus Delegations Coordinator C. Major (w/o atts)