



OFFICE OF THE VICE CHANCELLOR,  
ADMINISTRATION AND FINANCE

235 California Hall # 1500  
Berkeley, CA 94720-1500  
TEL: 510-642-3100  
E-MAIL: vcaff@erkeley.edu

May 27, 2011

Director, Office of Marketing & Business Outreach (OMBO)

**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)**

The Chancellor has delegated the authority for the use of the campus' name and Berkeley seal to the Vice Chancellors, with respect to their areas of jurisdiction. Authority for use of the campus' name, Berkeley seal and Berkeley trademarks in business and commercial areas has been delegated to the Vice Chancellor – Administration and Finance.

In accordance with the Chancellor's delegation to the Vice Chancellor – Administration and Finance, dated May 13, 2011 (attached), I hereby re-delegate to you the following authority for the use of the campus' name, Berkeley seal and Berkeley trademarks. 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).

1. Authority to review and authorize the use of the campus' name, Berkeley seal and Berkeley trademarks in the manufacture, distribution, marketing and advertising of commercial and consumer products and services.

These products and services shall be authorized by the Director – OMBO through the execution of an appropriate licensing contract, in a form approved by General Counsel. The Director - OMBO shall be responsible for all administration of contracts, expenses, collection and management of income for all licensed commercial uses, and monitoring and enforcing the proper use of the campus' name, Berkeley seal and Berkeley trademarks.

Review of advertising shall encompass all advertising media, including print, radio, television or Web sites. When in the judgment of the Director, the requested use of the campus' name is a true and accurate statement of fact, and when such use is in the best interests of the University and the campus, the Director – OMBO may approve such requests. OMBO shall refer non-routine matters, matters with campuswide significance and matters which are politically or socially controversial to the Chancellor and the appropriate Vice Chancellor for review and authorization.

2. Authority to review requests for exceptions to the Policy on the Use of the University's Name, Seals and Trademarks. The Director – OMBO shall coordinate such requests with the appropriate Vice Chancellor.

3. Authority to review and authorize the use of the campus' name and affiliation by non-University, but campus-related, entities (other than recognized Support Groups including without limitation:
  - California Alumni Association;
  - ASUC
  - The Faculty Club
  - Women's Faculty Club
  - International House; and
  - The UC Berkeley Foundation

Non-routine matters or matters with campuswide significance shall be referred to the appropriate Vice Chancellor. Those matters which are politically or socially controversial shall be referred to the Chancellor and the appropriate Vice Chancellor for review and authorization.

4. Authority to review and authorize proposed use of the campus' name or trademarks in motion picture or television broadcasts and other promotional contexts, including use in connection with permits issued by the Office of Real Estate Services for film shoots which identify the campus. The Director shall collaborate with the Associate Vice Chancellor – Public Affairs in reviewing uses of the campus' name in the media, and may authorize these uses for goodwill advertising in the best interests of the University. When such proposed use is not a question of University public relations or goodwill, the Director shall determine if the requested use may be licensable. Non-routine matters or matters with campuswide significance shall be referred to the appropriate Vice Chancellor. Those matters which are politically or socially controversial shall be referred to the Chancellor and the appropriate Vice Chancellor for review and authorization.
5. Authority to coordinate the submission to the Senior Vice President – Business and Finance, of requests to use the University's name, official seal, or unofficial seal, as distinguished from that of the campus.

This delegation supersedes all previous delegations of this authority and may not be re-delegated further.

  
John Wilton  
Vice Chancellor – Administration and Finance

Attachments; 1) Delegation of Authority from Chancellor Birgeneau to the Vice Chancellor – Administration and Finance, dated May 13, 2011  
2) Policy on the Use of the University's Name, Seals and Trademarks, Dated January 22, 1998

cc. Chancellor R Birgeneau (w/o atts)  
Executive VC and Provost G. Breslauer (w/o atts)  
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)  
✓ Campus Delegations Coordinator C. Major (w/o atts)