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May 13, 2011

DA 0865

- EXECUTIVE VICE CHANCELLOR & PROVOST
- VICE CHANCELLOR – ADMINISTRATION & FINANCE
- VICE CHANCELLOR – EQUITY & INCLUSION
- VICE CHANCELLOR – FACILITIES SERVICES
- ✓ VICE CHANCELLOR for RESEARCH
- VICE CHANCELLOR – STUDENT AFFAIRS
- VICE CHANCELLOR – UNIVERSITY RELATIONS

RE: Delegation of Authority 0865 – Policy to Permit Use of the Unofficial Seal

In accordance with President Gardner's May 3, 1985 delegation of authority to Chancellors, I hereby re-delegate to you the authority for the use of the unofficial University Seal with respect to your areas of jurisdiction. Such use shall be in conformance with the Policy on the Use of the University's Name, Seals and Trademarks, dated January 22, 1998. This re-delegated authority replaces the re-delegation of March 9, 1998.

I have delegated the authority for use of the campus' name, Berkeley seal and Berkeley trademarks in business and commercial areas to the Vice Chancellor – Administration & Finance, who has re-delegated this authority to the campus' Office of Marketing & Business Outreach (OMBO). 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.

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 letter
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)



DELEGATION OF AUTHORITY
1985

OFFICE OF THE PRESIDENT
UNIVERSITY OF CALIFORNIA

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, as shown in the attachment to this delegation, are authorized for use in printed matter. One is a replica of the corporate seal, 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.

May 3, 1985

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.

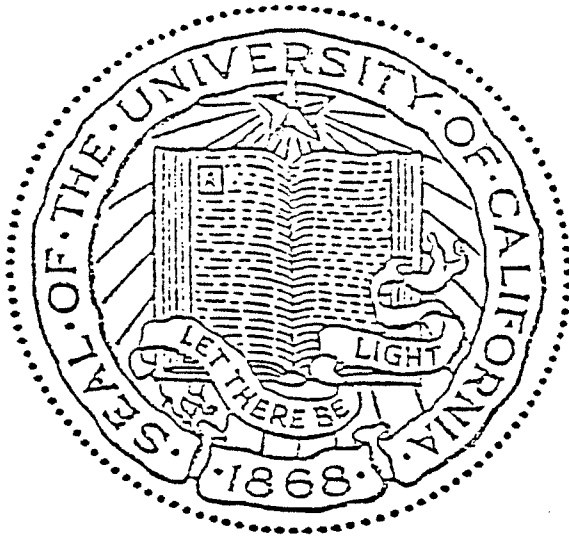
This delegation supersedes the delegation on this matter issued April 8, 1983. Any redelegation of this authority shall be in writing with a copy furnished to the Director--Coordination and Review.


David Pierpont Gardner

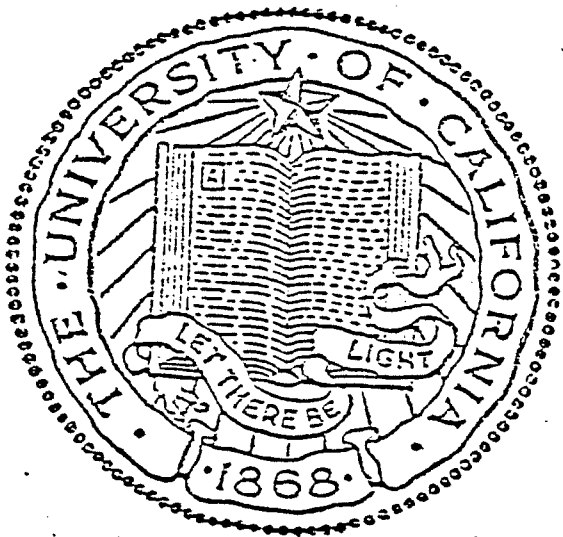
Attachment

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

AUTHORIZED SEALS



The official seal of The Regents, used on University diplomas, letterhead, and other corporate materials as authorized by the Secretary of The Regents.



The unofficial seal, used as an element of design for a variety of purposes as authorized by Chancellors, Laboratory Directors, and the Vice President-- University and Student Relations.



The stylized unofficial seal, used in lieu of the unofficial seal when more compatible with the typography of printed materials, as authorized by Chancellors, Laboratory Directors, and the Vice President-- University and Student Relations.