

April 4, 2013

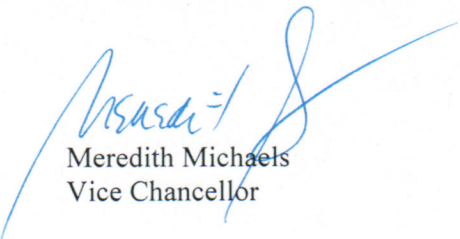
DIRECTOR  
TRADEMARK AND LICENSING

RE: Redelegation of Authority - Use of University Name and Seals, Campus Name and Seals and Trademarks

The authority to permit the uses of the campus name and the University's unofficial seal was delegated to Chancellors in Presidential Delegation of Authority DA 0864, May 3, 1985 and DA 0865, May 3, 1985.

Certain authorities were delegated to me in IDA 545 on April 4, 2013. I am re delegating to the Director – Trademark and Licensing the authorities stated below which should be exercised in accordance with University policy and Section 700-20, Policy on Use of University Name and Seals, Campus Names and Seal and Trademarks, in the UC Irvine Administrative Policies & Procedures:

- Monitor and enforce the proper use of the Campus Names, the Unofficial UC Seal, the UC Irvine Seal, and the Trademarks;
- Permit commercial and non-commercial uses of the Campus Names, the UC Irvine Seal, and the Trademarks, and the non-commercial use of the Unofficial UC Seal;
- Negotiate, execute, administer, and monitor licenses for commercial use of the Campus Names, the UC Irvine Seal, and the Trademarks;
- Permit the manufacture, distribution and sale of Merchandise, on or off campus;
- Monitor sales of Merchandise on and off campus;
- Collect royalty income and administer related expenses for all licensed commercial uses;
- Register the Trademarks; and
- Resolve disputes relating to use of the Campus Names, the Unofficial UC Seal, the UC Irvine Seal, and the Trademarks.



Meredith Michaels  
Vice Chancellor

C: Executive Vice Chancellor and Provost  
Vice Chancellor, Administrative & Business Services  
Vice Chancellor, University Advancement  
Vice Chancellor, Research  
Vice Chancellor, Student Affairs  
Dean, School of Medicine  
Director, Intercollegiate Athletics  
Associate Chancellor  
Associate Executive Vice Chancellor  
Chief Campus Counsel  
Director, Internal Audit  
Administrative Policies Officer