DIRECTOR
TRADEMARK AND LICENSING

RE: Redegulation 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 redelegating 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.

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

Meredith Michaels
Vice Chancellor