



## USE OF THE UC NAME

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### Policy

The UC name cannot be used by others without the permission of The Regents. Authority to permit use of the UCSF name has been delegated to the Chancellor pursuant to Presidential Delegation of Authority 0864 [[www.ucop.edu/ucophome/coordrev/da/da0864.html](http://www.ucop.edu/ucophome/coordrev/da/da0864.html)]. The Chancellor has delegated responsibility to UCSF's Office of Strategic Communications and University Relations.

DA 0864 provides, in part, that approval for use of the UC name in a commercial context "...shall not be given for any advertising listing the University as a user of any product or service, or as the source of research information on which a commercial program/publication is based."

In rare cases, approval may be granted for "... institutional or goodwill advertising clearly regarded as being in the best interests of the University" (not just the campus). Finally, DA 0864 requires permission to use the name to be withheld where there is any doubt as to whether any use of the name will contribute to the "best interests" of the University.

### Protocol for Use of UC Name

All requests to utilize the UC name must be submitted, in writing, to the UCSF Office of Strategic Communication and University Relations. The request must include:

- Name of the party requesting use of the name, including contact information Reason for the request, including how the use of the name would be in the best interests of the University
- Reason for the request, including how the use of the name would be in the best interests of the University
- Full description and, if appropriate, visual depiction of how the name is proposed to be used or posted

If permission is granted, the party intending to use the UCSF name (licensee) must sign a license agreement with the University prior to any such use.

### News Releases

News releases are interpreted as promotional/advertising material and are subject to policy regarding use of the UC name in a commercial context.

### **Product References**

In many cases, a company wants to distribute a news release describing its product and to include testimonial statements by UCSF faculty/staff attesting to the product's quality. The release does not announce a joint development project between UCSF and the company nor does it report on the results of research using the product. The statement is limited to announcing the fact that UCSF is using the product successfully. When the purpose of the release is limited to indicating "customer satisfaction" rather than a research collaboration, these news releases do not rise to the level of being in the "best interests" of the University in regard to use of the name.

Should an employee, in his/her private capacity, wish to comment on the product, he/she could do so. However, the employee's use of the UCSF name should be limited to a true and factual statement of affiliation with the University. To the extent the employee's statements can be construed to imply support or endorsement for the product, the news release (or other advertising/promotional material) should include a disclaimer stating that the views expressed are those of the employee only, and not the University.

### **Collaborative Development/Academic Research**

In cases where UCSF is involved in a collaborative development project and/or academic research study with a company, a company news release is allowable with certain conditions. These conditions are:

- Statements regarding the relationship between UCSF and the company should be true and factual.
- Any quotes attributable to UCSF faculty/staff should be based on findings from project development or the research study.
- The company news release should be based on published findings from the project/research, which is standard practice among academic institutions.

### **Disclosure and Disclaimer**

(1) A company news release reporting on UCSF collaborative development and/or academic research should include the following UC disclaimer (usually at the end of the document):

"The information stated above was prepared by XXX (fill in name) to report (an agreement) (the outcome of research conducted on its product) and reflects solely the opinion of XXX. Nothing in this statement shall be construed to imply any support or endorsement of XXX, or any of its products, by The Regents of the University of California, its officers, agents and employees."

(2) In addition, in cases where a company news release quotes or references UCSF faculty/staff, the company document should include a disclosure statement (usually at the end of the document) that states whether the individual or individuals receive any compensation from the company, such as:

"XXXX will (receive) (not receive) compensation from XXXX."