

USE OF UNIVERSITY NAME AND TRADEMARKS

Student organization names must comply with University Name and Trademark policy. All variances of names and visual representations of the University of California, Davis, are considered UC Davis trademarks. The marks include any trademark, service mark, name, logo, insignia, seal, design, or other symbol or device associated with or referring to UC Davis. Also included are any word, phrase, or image that implies association with the University, such as "Cal Aggie" or "Go Ags!" The University owns these trademarks and must approve their use.

- Student organizations may use the University name (including any abbreviation) only to describe its location, but not as part of its name. Example: "Service Club at UC Davis" is permitted, but "UC Davis Service Club" is not permitted.
- Student organizations may use the term "Aggie" as part of a name, but not "Cal Aggie." Example: "Aggie Cultural Association" is permitted, but "Cal Aggie Cultural Association" is not permitted. If the name of your group is the same as, or very similar to, that of another group (campus or off campus), then you must clearly differentiate your group's name. Terms that may help you differentiate your name include "at UC Davis" or "Campus Chapter of." Examples: Campus NOW, Campus Chapter of Girl Scouts.
- With the permission of Center for Student Involvement, student organizations may use the "UC Davis" logo, "Go Ags!" logo, or athletics logos. Groups are not permitted to use the University seal or "Cal Aggie" logo.

Anyone violating the provisions of California Education Code 92000, which prohibit use of the University name without permission, is guilty of a misdemeanor. We urge groups to review all publicity materials used in any event they sponsor to insure accurate representation. Since individuals may be misled into thinking the University is associated with an event that uses its name, the University is exposed to potential liability should someone suffer damage or injury at the event. The University will seek indemnification from groups for any damages it may suffer as a result of unauthorized use of the University's name.