

POLICY ON THE USE OF THE UNIVERSITY'S NAME/SEAL/LOGO

It is the policy of The California State University and California State University, Fresno, that the name/seal/logo shall not be used by any commercial enterprise in a way that suggests involvement with that business or endorsement of its products.

On these occasions when it appears that the use of the university's name/seal/logo by external groups may be in the best interests of the university, the President of the university or his designee, at his discretion, may grant permission for such use, subject to the limitations contained in this policy, and may charge an appropriate fee therefor. At present, the Vice President for University Advancement has been authorized to act on behalf of the President in this regard.

All requests for use of the name/seal/logo or its likeness must be in writing and must have the written approval of the university prior to any such use. A form of agreement is attached hereto, marked Exhibit "A", and by this reference incorporated herein.*

Recognized auxiliary organizations of the university are hereby granted permission to use the university's name/seal/logo without charge or obligation to pay for such use.

The Department of Athletics at California State University, Fresno has copyrighted certain logos in the name of the university.

Said department and/or The California State University, Fresno Athletic Corporation are hereby granted permission to enter into licenses or agreements with various commercial enterprises to use said copyrights subject to the restrictions listed above, and may charge an appropriate fee for such uses.

*Agreement on file in the Office of the Vice President for University Advancement.

Approved	August 1983
Amended	August 1998