Know the Rules for Using the UCLA Name and Trademarks

The University has strict regulations on the use of the UCLA name and trademarks. Consult your Student Organizations, Leadership & Engagement advisor to learn the rules for using the UCLA name and trademarks in your advertising and promotional products (tee shirts, pens, etc.) associated with your event.

UCLA Trademarks & Licensing

The University’s name (UCLA) and what it represents are important assets. On behalf of the University and the Regents of the University of California, UCLA Trademarks & Licensing protects and promotes the use of these marks.

All campus groups and departments must source commercial and consumer products bearing any UCLA trademark through a licensed vendor. Commercial and consumer products include goods for resale or goods to be given away. Commercial use is only permitted by license or authorization from ASUCLA per the UCLA Policy No. 110.

As mentioned above, items used for promotional purposes (giveaways, premiums, etc.) are considered commercial, but may be eligible for a royalty exemption if offered to an internal campus audience. Written requests for royalty exemptions from the respective campus department or group will be reviewed by the UCLA Trademarks and Licensing office. Please do not assume, however, that products manufactured for a campus department or groups automatically qualify for a royalty exemption. All products are royalty bearing unless a completed royalty exemption form has been signed by a representative of the UCLA Trademarks and Licensing office.

Contributed by the UCLA Events Office