

UCI Trademarks & Licensing: Move to Strategic Communications & Public Affairs

FROM THE OFFICE OF VICE CHANCELLOR SHERRY MAIN

Dear UCI community,

We are pleased to announce that the [UCI Trademarks & Licensing Office](#), previously under the Division of Finance & Administration, will now be a part of Strategic Communications & Public Affairs (effective Jan. 1). This strategic change aims to better align with our brand strategy and support the exploration of enhanced revenue opportunities.

The Trademarks & Licensing Office, led by director Hung Pham, plays a vital role in protecting and promoting UC Irvine's trademarks. It is crucial for any group or organization, both internal and external, planning to produce merchandise with UC Irvine trademarks—including those of anteater illustrations and unit-based wordmarks—to seek approval from this office.

Key Services Offered:

- **Guidance on Logo and Mark Usage:** Providing information on the correct usage of the institution's registered trademarks to maintain brand integrity.
- **Approval for Merchandise:** Ensuring that all merchandise bearing UC Irvine trademarks complies with the UC Code of conduct and aligns with our brand standards.
- **Support for Campus Departments and Student Groups:** Assisting in the appropriate representation of UC Irvine's brand in various merchandise and promotional materials.

In addition to overseeing the general university branding, the office is instrumental in safeguarding and guiding the use of specialized brands. This includes the UCI Athletics brand, UCI Health marks, and Peter the Anteater. The office's diligent work ensures that all related merchandise not only meets UCI's brand, labor and ethical standards but also authentically represents the unique and cherished aspects of our institution's identity.

As we transition, we extend our gratitude to the Division of Finance & Administration for their long standing partnership. This coordinated reorganization allows for the continuation of collaborative efforts with procurement, further enhancing our brand management capabilities.

For any inquiries or assistance regarding the use of UCI trademarks, please feel free to contact the office at trademarks@uci.edu. Your support and cooperation in upholding UC Irvine's brand standards are greatly appreciated.

Best regards,

Sherry L. K. Main

Vice Chancellor
Strategic Communications & Public Affairs

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