



UNIVERSITY OF CALIFORNIA MERCED
5200 N. LAKE ROAD | MERCED, CA 95343
TEL: 209.228.4400

UCM DA 096

MARCH 16, 2012

VICE CHANCELLOR FOR STUDENT AFFAIRS

RE: Delegation of Authority - 096]

Effective immediately, as Chancellor and pursuant to authority delegated to me by the President, I delegate to you the following authority, which may be redelegated by you:

Authority to permit the use of the University of California, Merced name, or abbreviations thereof, and the unofficial campus seal, in association with or without the golden bobcat mascot, in conjunction with the manufacture and distribution of commercial products being sold through the UC Merced Bobcat Bookstore. (Pursuant to [DA #0864](#) and [DA 0865](#)).

Authority to enter into licensing agreements, routine as to legal form, relating to the licensing for commercial use of the campus golden bobcat mascot together with or separate from the unofficial University of California, Merced seal or any version of the campus name. (Pursuant to [DA #1058](#))

This authority is granted under the condition that any such agreement must be reviewed and approved by the UC Merced Purchasing Department prior to execution of the agreement.

Any royalties collected under any licensing agreements entered into pursuant to this delegation shall be deposited with the Chancellor's office for the Chancellor's discretionary use.

Sincerely,

Dorothy Leland
Chancellor

cc: Associate Chancellor and Chief of Staff Janet E. Young
Purchasing Director Cindi Deegan