



UNIVERSITY OF CALIFORNIA MERCED
5200 N. LAKE ROAD | MERCED, CA 95343
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UCM DA 097

MARCH 28, 2012

BOOKSTORE DIRECTOR

RE: Delegation of Authority - 097

Effective immediately, pursuant to authority delegated to me by the UC Merced Chancellor, I delegate to you the following authority, which may not 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.

This delegation supersedes Delegation UCM DA 043 issued December 14, 2005.

Sincerely,

Jane Fiori Lawrence
Vice Chancellor for Student Affairs

cc: Purchasing Director Cindi Deegan