

WHO

Permission Granted by: University of California, Irvine
Office of Strategic Communications & Public Affairs
120 Theory Suite 100
Irvine, CA 92617

For Use by ("permittee"):

Requestor's Name/Affiliation

Requestor's Address

Requestor's phone number and email address

This is an exclusive agreement. The Permittee may not enter into separate agreements with third parties regarding the assets and information listed below.

WHAT

Permittee is granted the right to use the information/images/creative assets listed below:

- Please list items or information the requestor intends to use. For example: UCI wordmark or logo; photo of national championship volleyball team; video of New Swan installation; exterior photographs of Langson Library.

WHERE

Permittee is granted the right to use the items or information in the following media, publications, presentations, marketing collateral or other communication tools and creative endeavors. Usage beyond these areas require a renewed or separate agreement.

- Please list all intended media, publications, websites, presentations, or any other vehicles that may include the items or information listed above. For example: brochure; website; print advertising; electronic/digital promotions; book; film/video.

WHEN

Permittee is granted the right to use the assets listed above for one year unless exceptions are listed below. Usage beyond this time period requires an updated or new agreement.

- Please indicate timing exceptions; if permission for more than one year is requested, please explain why an extended period is necessary. Please note: perpetual or indefinite time periods are generally not approved.

WHY

Please indicate why the requested information, items or assets are needed.

- Non-commercial use or educational purposes
- Support marketing, promotion or sales for a commercial entity
- Creative endeavor (film, television, publication, exhibition, etc.)
- Other _____

Please describe

HOW

CREDITS: All information and creative assets should be credited as follows:
Courtesy of the University of California, Irvine

TRADEMARKS: The UC Irvine name, logos, and distinctive visual images are protected by state and federal trademark law and may be used only with permission. Permission will be revoked if the information or assets are changed or edited in any way.

REDISTRIBUTION: You may not sell, rent, lease, loan, share, sublicense, distribute or transfer assets to any third party without express permission from the designated UCI representative.

REGENTAL RULES: Unless otherwise labeled, these assets are the property of the Regents of the University of California, and are protected by copyright law. They may not be used to imply, either directly or indirectly, the University of California's (or any of its subunits') endorsement, support, favor, association with, or opposition to an organization, product, or service without permission of the university.

So Agreed

_____ for _____
Requestor name Requestor Affiliation

_____ Date
Signature

Printed name

for the University of California, Irvine

_____ Date
Signature

Printed name