

October 20, 2014

Via U.S. Postal Service and Electronic Mail

O'Reilly Public Relations
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Re: Unauthorized Use of University of California Trademarks and Name

To Whom it May Concern:

It has come to the attention of the University of California Riverside ("UCR") that you are posting information on campaign fliers indicating or leaving the impression that UCR and/or its faculty and Center(s) are supporting or endorsing a ballot initiative, namely Measure L. As you are probably aware, "UC" serves as a recognized trademark of the University of California. Please note that the abbreviations of UC campuses (such as "UCR") are also University of California-owned trademarks.

Using the name UCR in this fashion is trading on the goodwill and reputation of the University of California. Such use of "UC" or "UCR" is also likely to confuse voters and your client into believing the initiative is endorsed or sponsored by the University of California.

In addition to infringing upon the University of California's rights, your use of the "UC" or "UCR" name violates California's Education Code § 92000. See: <http://www.leginfo.ca.gov/cgi-bin/displaycode?section=edc&group=91001-92000&file=92000-92001>. This law makes it unlawful "to display, advertise, or announce without permission, the University of California name *or its abbreviation* "publicly at, or in connection with, ...propaganda, advertising, or promotional activity of any kind which has for its purpose or any part of its purpose the support, endorsement, of any political movement, activity, or program.... Every person violating the provisions of this section is guilty of a misdemeanor."

Permission to use University of California's name has neither been sought nor granted, and your use of "UCR" and the name of one of its Centers appears to be

an attempt to profit from the goodwill and reputation of the University of California in connection with the services you are providing to the Measure L campaign. We, therefore, demand that you immediately discontinue all use of the term "UCR" or "University of California" or attributions to any Center managed by UCR in the campaign literature you prepare for your clients from wherever they may appear – on your campaign materials and elsewhere. Please sign and return the signed letter of understanding that you have discontinued use of the aforementioned intellectual property by **October 24, 2014**.

Please be advised that The Regents of the University of California will take necessary steps to enforce its trademarks and the University of California name and to ensure enforcement of the statutory requirements above. The Regents expressly reserves any and all remedies or claims.

We appreciate your prompt attention and cooperation in this matter.

Sincerely,



David Bergquist
Chief Campus Counsel

cc: Professor Michael Allen, UCR
Mr. Tom Mullen

LETTER OF UNDERSTANDING BETWEEN
THE UNIVERSITY OF CALIFORNIA AND



agrees to immediately cease and desist from (a) using any University of California or University of California campus trademark or service mark, including the names "UC" or "UCR" or that of any of its Centers in any of the election materials prepared by your company, and making or causing others to make misrepresentations about any affiliation with the University of California.

ACKNOWLEDGED AND AGREED:

INSERT

The Regents of the University of California

A handwritten signature in blue ink, appearing to read "David Bergquist".

10/20/14

Authorized Signature

Date

David Bergquist

Date