

University Organization and Authority

University Sponsored Advertising

In order to protect and present an appropriate and consistent image, the university restricts the advertising of certain products and services. This policy also establishes a review process for schools and departments supporting or sponsoring third-party advertising and promotion.

The university does not participate in, sponsor, or accept advertising in its publications or university-owned or supported media for alcohol, tobacco and sex-related products, or any other products that may harm or bring disrepute to the university. This includes both paper publications and electronic media, and permanent or temporary displays on university property, including student programs and activities.

Both external and internal use of the USC name and identifying marks is overseen by USC Trademarks and Licensing Services. Trademark licenses for use by external entities are obtained only by permission from this office and are not granted to manufacturers, distributors and retailers of alcohol, tobacco and sex-related products.

Schools and departments supporting or sponsoring third-party advertising and promotion must submit proposed plans to the Senior Vice President for University Relations. Also, requests for exceptions to this policy must be reviewed and exceptions may be granted only by the Senior Vice President for University Relations. Examples of exceptions that may be considered are programs and media for whom the primary audience is alumni, faculty and staff, or donors to the University.

Issued by: Todd R. Dickey
Senior Vice President for Administration

Chrysostomos L. Nikias
Provost and Senior Vice President,
Academic Affairs

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Related Policies and Resources

USC Trademarks and Licensing Services

This office coordinates both internal and external usage of USC's identifying marks, and serves campus constituencies in trademark- and service-mark related activities such as trademark registration, licensing, and graphic identity issues. Information is available online (www.usc.edu/trademarks) or by contacting the office at trdmrks@usc.edu or (213) 740-5222.

Authority to Sign Contracts and Agreements

Signature authority for entering into agreements with outside entities is limited by the university bylaws to certain officers of the university. It is our practice to restrict the signature authority on all university agreements to the Senior Vice President for Academic Affairs and Provost or to the Senior Vice President for Administration. All contracts and agreements must be reviewed by the Office of the General Counsel prior to execution. In addition, all agreements that include opportunities for advertising or promotion of third-party products and services also must be reviewed by the Senior Vice President for University Relations. Questions regarding the review process or signature authority should be directed to the Office of the General Counsel at (213) 740-7922.

USC Drug-Free Policy

This annual publication provides information on prevention, education and counseling services along with university policies and procedures for preserving a drug-free workplace and study environment. Copies are available online (policies.usc.edu) or from the USC Office of Contracts and Grants at (323) 442-2396.

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