Edits recommended by Alfonso Cardenas and Christine Borgman, and outside-UCLA reviewers, shown underlined with vertical bar on margin.

Overall, it is our opinion that this is a very good initial inroad towards a final set of policies. We recommend to road test them first with some representative +UCLA departments with activity in the areas touched by these policies, and to indicate that the policies are flexible to adapt to technology and legal developments.

3/19/01

UCLA Policy XXX: Registration and Use of UCLA Domain Names

Issuing Officer: Vice Chancellor External Affairs
Responsible Dept: Office of Marketing and Communication Services
Effective Date: New

I. REFERENCES
II. DEFINITIONS
III. PURPOSE AND BACKGROUND
IV. GENERAL POLICY

I. REFERENCES
1. UCLA Policy 110, Use of the University’s Names, Seals, and Trademarks.
2. UC Delegation of Authority 0864, Policy to Permit Use of the University’s Name, dated May 3, 1985.
3. UCLA Communications Technology Services (CTS) web site.
   http://www.cts.ucla.edu/
4. UC Electronic Communications Policy. [when it becomes official]
5. UCLA Policy 190, UCLA Support Groups.

II. DEFINITIONS

Campus Names: UCLA, University of California, Los Angeles, or other abbreviations or any other name of which said designations or abbreviations are a part.

Domain Name: all or part of an electronic address used to identify and locate an Internet site or service, such as a web site. A Domain Name is hierarchical and often conveys information about the type of entity using the Domain Name. For example, college.ucla.edu identifies the College of Letters and Sciences at UCLA: www.college.ucla.edu is the College’s web site in the College’s domain.

External UCLA Domain Name: a Domain Name registered by a campus unit or department under any Top Level Domain, regardless of whether the Domain Name contains a Campus Name (or combination thereof) or not. For example, ucla.edu or methamphetamine.org. All External UCLA Domain Names must be registered in the name of The Regents of the University of California.

Internal UCLA Domain Name: a Domain Name registered by a campus unit or department under the ucla.edu domain. For example, library.ucla.edu or law.ucla.edu.
**Top Level Domain**: in a Domain Name, that portion of the domain name that appears to the right of the right-most “dot”. For example, “com” in ucla.com or “edu” in ucla.edu.

**UCLA Domain Name**: an External UCLA Domain Name or Internal UCLA Domain Name.

**UCLA Trademarks**: any trademark, service mark, name, logo, insignia, seal, design, or other symbol or device associated with or referring to UCLA.

### III. PURPOSE AND BACKGROUND

UCLA uses Domain Names as electronic addresses to its Internet presence, which is comprised of its many web and other electronic sites and services. As such, UCLA Domain Names are important to audiences looking to find and navigate through UCLA information on the Internet and to UCLA’s branding and marketing strategies. The form and use of UCLA Domain Names intersect with existing policy on the use of University of California names and trademarks, but extend beyond such policy when names and trademarks are not directly involved.

This Policy establishes new policy and procedures where existing policies do not specifically address issues particular to the use of Domain Names by UCLA. It also clarifies the applicability of other University policies to such Domain Names. Specifically, it articulates:

- **Registering Campus Names under Top Level Domains**: a proactive strategy for the registration of Campus Names under applicable Top Level Domains in order to ensure that UCLA as an institution has an appropriate Internet presence and/or to preempt registration by those with no UCLA affiliation or whose intent may be inappropriate or otherwise in conflict with campus policies (section IV.A.);

- **Registering Domain Names for Campus Departments, Programs and Services**: the process by which campus units or departments may register appropriate Internal UCLA Domain Names under the ucla.edu domain, and further, register External UCLA Domain Names as aliases to UCLA web sites and other electronic sites and services for marketing purposes (section IV.B.);

- **Registering Domain Names for Affiliated Organizations**: the conditions under which affiliated organizations may use Campus Names in Domain Names (section IV.C.); and

- **Registering Internal UCLA Domain Names for Third Parties**: the conditions under which third party organizations may obtain sponsorship by a campus department to obtain an Internal UCLA Domain Name (section IV.D.).

### IV. GENERAL POLICY

All UCLA Domain Names are the exclusive property of The Regents of the University of California. UCLA Domain Names are subject to this Policy and other University policies even if they are contractually delegated to, or operated by, third party organizations, and whether or not sites or services associated with UCLA Domain Names are hosted on UCLA servers or elsewhere. All contracts involving delegations to or operation of UCLA Domain Names by third parties must be reviewed by Campus Counsel prior to being signed.

This Policy does not address issues of ownership of intellectual property.

**A. Registering Campus Names under Top Level Domains**

1. UCLA’s Office of Marketing and Communication Services will register Campus Names with an Internet Domain Name registrar on behalf of UCLA and in the name of The
Regents, either for appropriate use or to protect its Trademarks, under all available Top Level Domains for which UCLA qualifies. On a case-by-case basis, a web site for each such campus registration will be made to point to a disclaimer page, an appropriate existing UCLA web site, or the UCLA home page.

2. Campus Counsel will audit all registered Domain Names that contain Campus Names. In those cases where an outside entity registers a Domain Name that includes a Campus Name or words that imply an inappropriate affiliation with UCLA or that denigrate the UCLA name, Campus Counsel will seek to remove the Domain Name where warranted.

From outside reviewer: [Paragraph A.2, immediately above, will probably require court action to enforce, but seems to me UCLA must take a stance like this to protect its name. The interesting question will be what UCLA does with Domain Names that contain the Campus Name as a subset (such as AAUCLA) – if it’s a legitimate usage, they may not be able to exercise much control without legal activity.]

B. **Registering Domain Names for Campus Departments, Programs and Services**

1. Internal UCLA Domain Names for a campus department, a department’s programs or its services may be registered through CTS and with the approval of the appropriate Department Chair, Director, or their designee.

2. For marketing purposes, a department may also wish to register an External UCLA Domain Name as an alias for a web site or other electronic service. For example, www.methamphetamine.org is registered by the UCLA Drug Abuse Research Center but automatically redirects visitors to that site to the primary ucla.edu site at www.medsch.ucla.edu/som/npi/DARC/mtcc/mtcc.htm.

   a. Such Domain Names require approval from the appropriate Dean, Vice Chancellor, or designee, and must be registered in the name of The Regents of the University of California. The University retains the right to Domain Names that promote or identify a UCLA program or service, or that are closely identified with UCLA, whether or not they are registered in the name of The Regents.

   b. The department is solely responsible for all registration fees and ongoing costs, and for reporting External UCLA Domain Name registrations to the Office of Marketing and Communication Services. (see http://www.ucla.edu/extaffairs/ucomm/mktg/dnreg.html) [this is a fictitious site – a placeholder]

   c. A good faith attempt must be made to ensure that users of any electronic services (e.g., a web site or listserv) associated with an External UCLA Domain Name understand that they are UCLA services. In cases where an External UCLA Domain Name is used as a “front door” for a UCLA web site, visitors should be automatically redirected to the site’s primary address under ucla.edu. Exceptions may be considered and approved only by the Vice Chancellor, External Affairs in consultation with other campus officials as appropriate.

3. Registration of UCLA Domain Names shall typically be on a first come, first served basis. Exceptions should be negotiated on a case-by-case basis. [identify what authority will determine the outcome of a negotiation – perhaps, Vice Chancellor, External Affairs?]
C. Registering Domain Names for Affiliated Organizations

UCLA [department to be determined] permits its affiliated organizations, such as the Alumni Association, Faculty Center and UCLA Foundation, to use the UCLA name in an appropriate External UCLA Domain Name registration (for example, www.uclalumni.net). For information about UCLA Support Groups, see Policy 190.

A clear definition of “affiliated organizations” needs to be provided here, or a reference to the policy where it is defined should be provided here.

D. Registering Internal UCLA Domain Names for Third Parties

Associations and other third party organizations with a UCLA affiliation as non-profit, educationally-related entities, or whose purpose is not in conflict with UCLA’s mission, may obtain sponsorship from a UCLA department to request an Internal UCLA Domain Name. Sponsorship requires approval of the appropriate Dean, Vice Chancellor, or sponsoring department or designee, and the new Internal UCLA Domain Name becomes the sole responsibility of the sponsoring department. Frequently, Domain Names for third parties will reside under the sponsoring department’s domain (for example, thirdpartynamelocal.ucla.edu versus thirdpartynamelocal.anderson.ucla.edu).

A clear definition of “third parties” needs to be provided here, or a reference to the policy where it is defined should be provided here.

What becomes of the domain name when the specific relationship between UCLA and the affiliated or third party organization ceases? Some provision needs to be included.

Issuing Officer

/s/ Michael Eicher

Vice Chancellor External Affairs

Questions concerning this policy or procedure should be referred to the Responsible Department listed at the top of this document.