



October 31, 2018

National Students for Justice in Palestine  
nationalsjp@gmail.com

OFFICE OF THE ADMINISTRATIVE VICE CHANCELLOR  
2211 MURPHY HALL  
BOX 951405  
LOS ANGELES, CALIFORNIA 90095-1405

phone: (310) 825-2411  
FAX: (310) 825-0414

Re: Unauthorized Use of the "UCLA" Name and Mascot to Imply Endorsement

Dear National Students for Justice in Palestine:

It has come to our attention that the website of the National Students for Justice in Palestine (NSJP) is currently engaged in the unauthorized use of the name of the University of California Los Angeles ("UCLA"), a registered trademark belonging to The Regents of the University of California ("The Regents"). A review of your website discloses use of the "UCLA" name, and is an attempt to associate NSJP with the UCLA mascot of the Bruin Bear in a logo/digital poster for the national conference. Taken as a whole, these uses claim, suggest, or imply an affiliation with or an endorsement by UCLA of NSJP and/or its annual conference which is simply incorrect.

Inaccurately stating, suggesting, or implying that the University sponsors, supports, endorses, or is affiliated with a third party without express written permission of an authorized University official is not permitted. Such activities violate Section 92000 of the California Education Code, and long-standing University rules and regulations, which themselves have the force of law. See, [UCLA Policy 110](#).

**PLEASE TAKE NOTICE** that the University hereby demands that the National Students for Justice in Palestine, its agents, employees and all those acting in concert therewith:

- (1) Immediately **CEASE AND DESIST** from posting any type of poster, flyer, notice, advertisement, announcement or brochure, in print or digital medium, that contains the use of "UCLA" other than to indicate the location of the annual conference. This means any reference must solely be in connection with advising where the conference will be held (e.g. "at UCLA"). The font size in reference to "UCLA" must be no larger than the font used for the remainder of the communication.

The two digital posters currently on the NSJP website, and its Facebook page, along with any other websites or social media sites used by your organization, must immediately remove the reference to "UCLA" in its current form. NSJP must further obtain prior permission from UCLA for any such promotional materials to assure compliance with this restriction.

- (2) Immediately **CEASE AND DESIST** from use of "UCLA" and/or artistic renditions of the Bruin Bear associated with a Palestinian kite which some may interpret as an intention to endorse violence against Israel, see [Washingtonpost article regarding flaming kite](#) and <https://www.ynetnews.com/articles/0,7340,L-5280924,00.html>. UCLA did not grant permission for this use nor would it permit use of its name in a manner that could imply endorsement of violence.
- (3) Confirm in writing to my office no later than the close of business, November 5, 2018, that NSJP, its employees, agents, and/or any other persons or entities acting or purporting to act on its behalf,
- (a) has ceased and desisted from the above conduct and will comport itself within the law and all University policy;
  - (b) that it shall not use any name or image or engage in any promotional activities calculated to or that have the effect of creating confusion or a false association between your organization and UCLA or implied endorsement by UCLA;
  - (c) that it shall not use "UCLA" or its mascot in connection with any merchandise offered for sale or distribution in connection with the annual conference;
  - (d) that any poster, advertisement, posting, announcement or promotional content for the annual conference will limit the use of "UCLA" to reflect the location of the event, e.g. "The National SJP Annual Conference to be held at UCLA" and shall not use "UCLA" or its mascot in any logo for the event.

In addition, the University hereby reserves its rights to pursue whatever additional remedies or claims it may have, including cancellation of the event, if NSJP fails to fully comply with the terms of this directive.

Thank you in advance for your cooperation.

Sincerely,



Michael Beck  
Administrative Vice Chancellor