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## BOARD OF REGENTS

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## **Policy 14B: Use of University's Name in Advertising** <sup>[1]</sup>

Consenting to the use of the university's name in advertising involving product endorsement is prohibited, and the use of the university's name in advertising not involving product endorsement is permitted only with the express written approval of the president or his designated representative.

History: Adopted 03/27/70; revised 05/19/09

### **Groups audience:**

Board of Regents

### **OG vocabulary:**

Regent Policies

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**Source URL:** <http://www.cu.edu/regents/policy-14b-use-universitys-name-advertising>

### **Links:**

[1] <http://www.cu.edu/regents/policy-14b-use-universitys-name-advertising>