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[Home](#) > Policy 14B: Use of University's Name in Advertising

Policy 14B: Use of University's Name in Advertising ^[1]

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

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Links:

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