



University of Colorado

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TO: Regent Governance Committee

FROM: Erica Weston, Deputy Counsel

DATE: September 24, 2025

RE: Review of Regent Policy 14.B: Use of University's Name and Marks in Advertising and Marketing by External Entities

Background

Regent Policy 14.B: Use of University's Name and Marks in Advertising and Marketing by External Entities, was last reviewed in 2017. Under the five-year policy review plan, it is up for periodic review.

The Vice President of Communication, Associate Vice President for University Relations, and the Senior Director for Trademarks have been alerted to this policy review. They have not suggested any revisions to the policy.

Recommendations

No changes are recommended.

Fiscal Review

A. Do you think a fiscal review would be required for these proposed changes? **No**

1. If no, please explain. **No changes are recommended.**
2. If yes, please share with the Office of the Vice President for Budget & Finance for review. **N/A**
 - a. Date fiscal review completed:
 - b. Person completing fiscal review:
 - c. Would these changes create a fiscal or resource impact?

☐ NO
☐ YES

If yes, what resources will be required to implement and sustain these policy changes?