

Endorsement of External Entities and Products

Date: November 17, 2016

Policy ID: 2.600

Status: Final

Contact Office:

Office for Research
PO Box 800793
Charlottesville, VA 22908
Phone: 434-243-7088
Fax: 434-982-0874

Oversight Executive:

Senior Associate Dean for Research
PO Box 800793
Charlottesville, VA 22908
Phone: 434-243-7088
Fax: 434-982-0874

Applies to:

All School of Medicine (SOM) appointees and employees, including faculty, trainees, and classified and University staff ("Covered Individuals").

Reason for Policy:

This policy states the SOM's position on use of its name in association with industry and/or product endorsement.

Policy Statement:

A Covered Individual's apparent or real endorsement of a product or entity, whether commercial or non-profit, must not be associated with any indication of a real or implied similar endorsement by the University of Virginia and/or SOM. Therefore, any endorsement must not contain reference to the Covered Individual's official University title(s) or the University's or School's name, logo, and/or identifiable visual images of the University (such as faculty photos in front of the Rotunda or use of University letterhead). Covered Individuals should evaluate carefully, in consultation with their legal counsel, any proposal involving real or implied endorsement, because of the potential for conflict of interest and other compliance concerns.

This policy does not apply to formal marketing agreements approved by the Clinical Strategy Group, the SOM dean, the Medical Center VP/CEO, and/or the UPG CEO.

This policy also does not apply to descriptions of University-corporate research or development activities for inclusion in corporate marketing materials, if approved by the SOM dean.

Relationship to paid consulting activities:

Under its external consulting policy (referenced below), the SOM reviews proposed faculty consulting activities to ensure that they do not involve endorsement or promotion of the sponsor's products or services.

Related Policies:

Conflict of Interest Policy

<http://provost.virginia.edu/conflict-interest-faculty>

Patent Policy

<http://uvapolicy.virginia.edu/policy/RES-006>

Political Activity

<http://provost.virginia.edu/political-activity>

Web Site Advertising

<https://uvapolicy.virginia.edu/policy/IRM-001>

SOM Policy on External Consulting and Professional Activities

<http://www.medicine.virginia.edu/administration/office-of-the-dean/administration/school-policies/External-Consulting-and-Professional-Activities.pdf>

Next Scheduled Review: November, 2019

Revision history:

Implemented 4/4/1995. Revised 2/1/06, 9/22/06, 2/15/11, 5/9/12, 11/17/16