

## Business Contracts and Brand Protection

| # | Initiative Name   | Initiative End Date | Status Traffic Light | Current Status | FY16 Q2 Progress Update   |
|---|---|---------------------|----------------------|----------------|---|
| 1 | International Brand Strategy (Rubinshteyn)  | 6/30/2017           |                      | In Progress    | The cross-functional International Brand Strategy Working Group, led by BCBP, is developing a problem statement and scope of work for the development of an international brand strategy. Preliminary results from the brand architecture analysis work conducted by the Office of Public Affairs is helping to inform this process.  |
| 2 | End to End BPI (Research services) (Etheridge)  | 6/30/2016           |                      | In Progress    | BCBP has made great progress toward completing this project, meeting with SPO, IAO, and the BPI consultant, The newly revised BCMS launched on 11/16, and 5 trainings have occurred between 11/16/15 and 1/4/16.  |
| 3 | UC Business Contracts Collaborative Initiative formerly UCR Led Business Contract Initiative(Rubinshteyn) | TBD                 |                      | In Progress    | This initiative has helped to increase awareness of business contracts offices across UC. For example, the UC Business Contracts Collaborative Northern California conference hosted at Berkeley drew over 130 guests from 8 campuses. Principal Counsel Kathleen Quenneville presented an overview of key contracting terms and policies, which provided guidance to contracting professionals. This event helped to further awareness of the responsibilities of processing and managing business contracts on the Berkeley campus and throughout the University of California. |
| 4 | E-Signature Project (Gonsalves)   | TBD                 |                      | Cancelled      | The e-signature initiative was referred to UPP to identify a potential campus-wide e-signature solution provider.   |