				BUSINESS CONTRACTS AND BRAND PROTECTION	
#	Initiative Name	End Date	Status	Current Status	Q1 Status Update (Jul - Sep)
1	International Brand Strategy (Rubinshteyn)	6/30/2017		In Progress	The BCBP office is currently supporting an initiative to develop an international brand strategy. The two main prerequisite projects led by the Office of Public Affairs (Brand Valuation project and Brand Architecture project) are currently underway and are expected to be completed by the end of this year. Once these have been completed, efforts related to the international brand strategy will re-new.
2	End to End BPI (Research services) (Etheridge)	6/30/2016		In Progress	BCBP has been engaged in efforts to improve and streamline the business contracting process, such as the development of a Guide to Contracting at Berkeley and the development of a decision tree to determine the correct contracting office (approx. 80% of the time). The soon-to-be launched updated Business Contracts Management System (BCMS) and additional outreach efforts are expected to further improve the end-to-end business process. In the next phase, we will be focused on contracts associated with research services.
3	UCR Led Business Contract Initiative (Rubinshteyn)	TBD		In Progress	UC Riverside helped to establish the University of California Business Contracts Collaborative (UCBCC), a systemwide organization consisting of representativesfrom UC business contracts offices. The mission of UCBCC is to streamline work processes, establish best practices, evaluate relevant policies, provide professional development opportunities for its members. On November 10, 2015, Berkeley will serve as the host for a Northern California UCOP-sponsored training. We anticipate approximately 145 attendees from UCOP, ANR, UCB, UCD, UCM, UCSF, UCR, UCM, LBNL and UCSC. Principal Counsel Kathleen Quenneville will provide an overview of key contracting terms and policies. In addition to meeting the goals of UCBCC, this training supports BCBP's end-to-end process improvement and outreach efforts since clients and contracting partners will participate.
4	E-Signature Project (Gonsalves)	TBD		In Progress	Referred to UPP Advisory Group and closing out on our OGSP.