Endorsement of External Entities and Products

Date: May 9, 2012 **Policy ID:** 2.600 **Status:** Final

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

Reason for Policy:
This policy states the School of Medicine'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 School of Medicine. 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 VP/Dean, the Medical Center VP/CEO, and/or the UPG CEO.

Relationship to consulting activities:
Under its external consulting policy (referenced below), the School of Medicine 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://www.virginia.edu/provost/docs_policies/conflict.html

Patent Policy
http://www.virginia.edu/finance/polproc/pol/xve2.html

Political Activity
http://www.virginia.edu/provost/docs_policies/political.html

Web Site Advertising
https://policy.itc.virginia.edu/policy/policydisplay?id=IRM-001

School of Medicine 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: April 2015

Revision history:
Implemented 4/4/1995. Revised 2/1/06, 9/22/06, 2/15/11, 5/9/12

Approved:

Steven T. DeKosky, MD
Vice President and Dean

May 9, 2012
Date