2 May 2012

MEMORANDUM NO. CAS-12-031

TO : All Deans, Directors, and heads of Units

SUBJECT : Moratorium on Private Language Centers in U.P. Diliman

It has come to the attention of the Office of the Chancellor the existence of private English language or tutorial centers operating inside the U.P. Diliman campus. These businesses use UP as their official address and use UP's name, logo, images, trade names and marks in their promotional materials without UP's authorization and approval. These establishments and their instructors misrepresent themselves as affiliated with UP. Such acts constitute a form of estafa and are punishable under Article 315 of the Revised Penal Code. Likewise, these private language centers are neither accredited by the Commission on Higher Education nor the Department of Education. These private language centers are therefore ordered to immediately stop using UP's name, logo, and trade images, and to cease and desist from operating inside the campus.

Please note that more of such businesses are currently requesting various units to rent space to be able to hold English tutorials for foreigners. UP Diliman will no longer allow such educational establishments to take root within the campus premises. This is to prevent similar cases of misrepresentation in the future. Moreover, the Department of English and Comparative Literature of the College of Arts and Letters (DECL-CAL) and the College of Education (CoEd) are offering Intensive English Programs for foreigners and Filipino nationals. Interested parties must contact either the DECL-CAL or the CoEd for the aforementioned language programs and extension services.

Thank you for your cooperation.

CAESAR A. SALOMA
Chancellor